

Omnichannel Management

Measuring Performance Against Plans for Successful Enrollment Outcomes



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Moderated by
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How Do Patients Find a Clinical Trial?

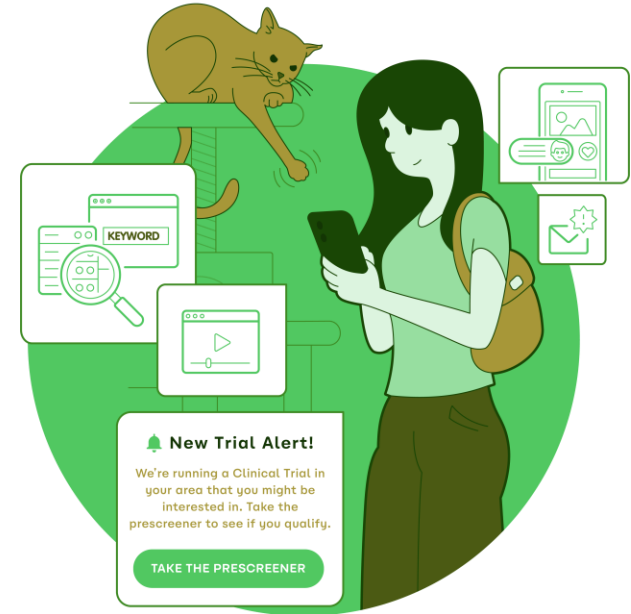
There are mainly only two ways...

AN INTRO TO THE CLINICAL
TRIAL SITE FROM THEIR
TRUSTED HCP...



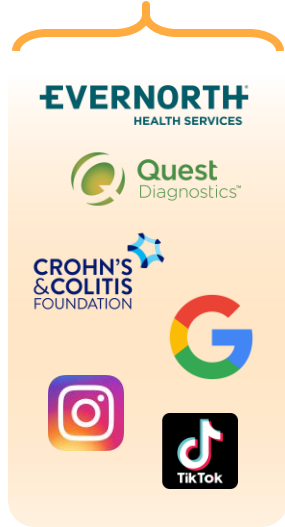
OR

... AN INTRO FROM
“SOMEONE ELSE”

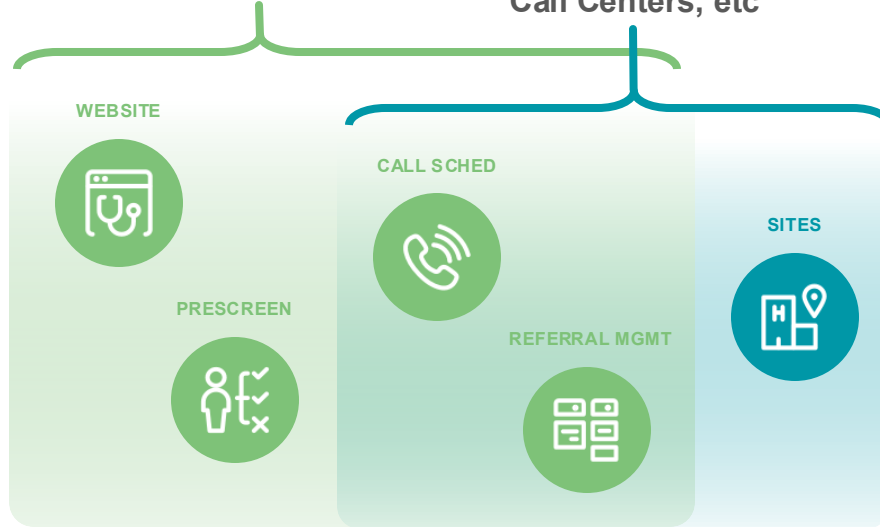


The “SOMEONE ELSE” Ecosystem

Omnichannel Outreach Partners



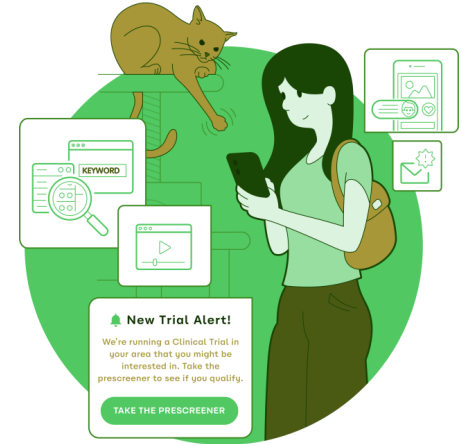
Recruitment Tech & Sponsors (Content)



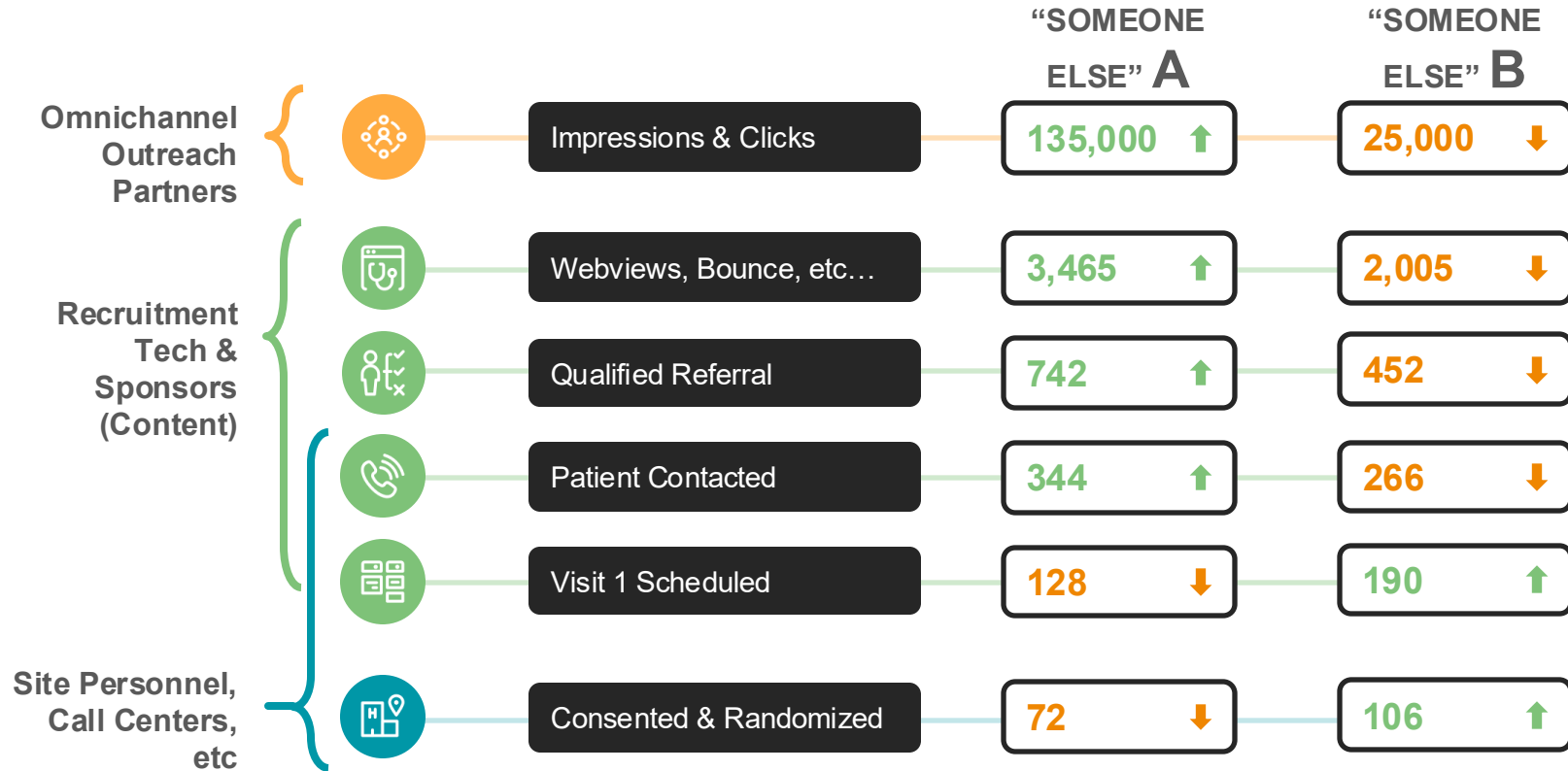
Site Personnel, Call Centers, etc

METRICS

(You can't manage performance if you don't measure it)



Let's Look at Performance





When looking for way to activate and recruit from outside the site, what % of the total N can you expect?



How many different channels do you typically engage?



Do you have uniform metrics that characterize each stage of a recruitment journey from “click” to randomized, and everything in between?

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Scan to request your spot



Appendix

Omnichannel Management

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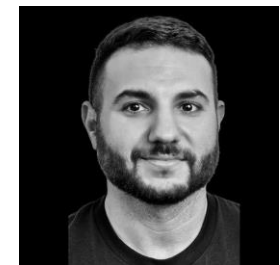
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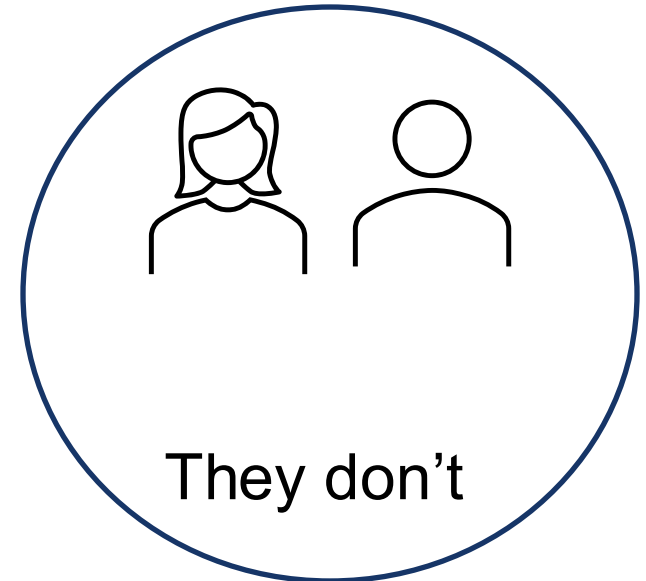
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Where Do Patients Come From?

Surprise: It's only two "places".....



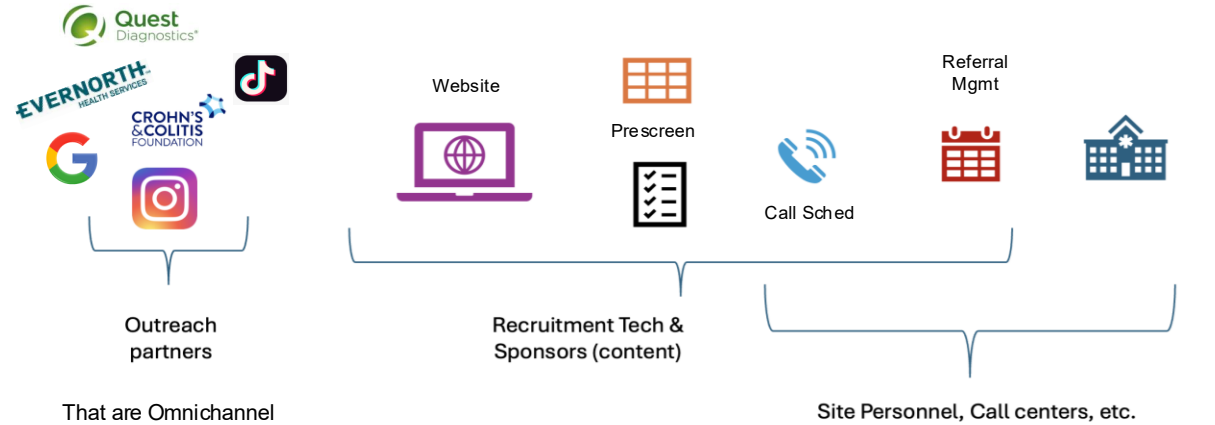
OR



They don't

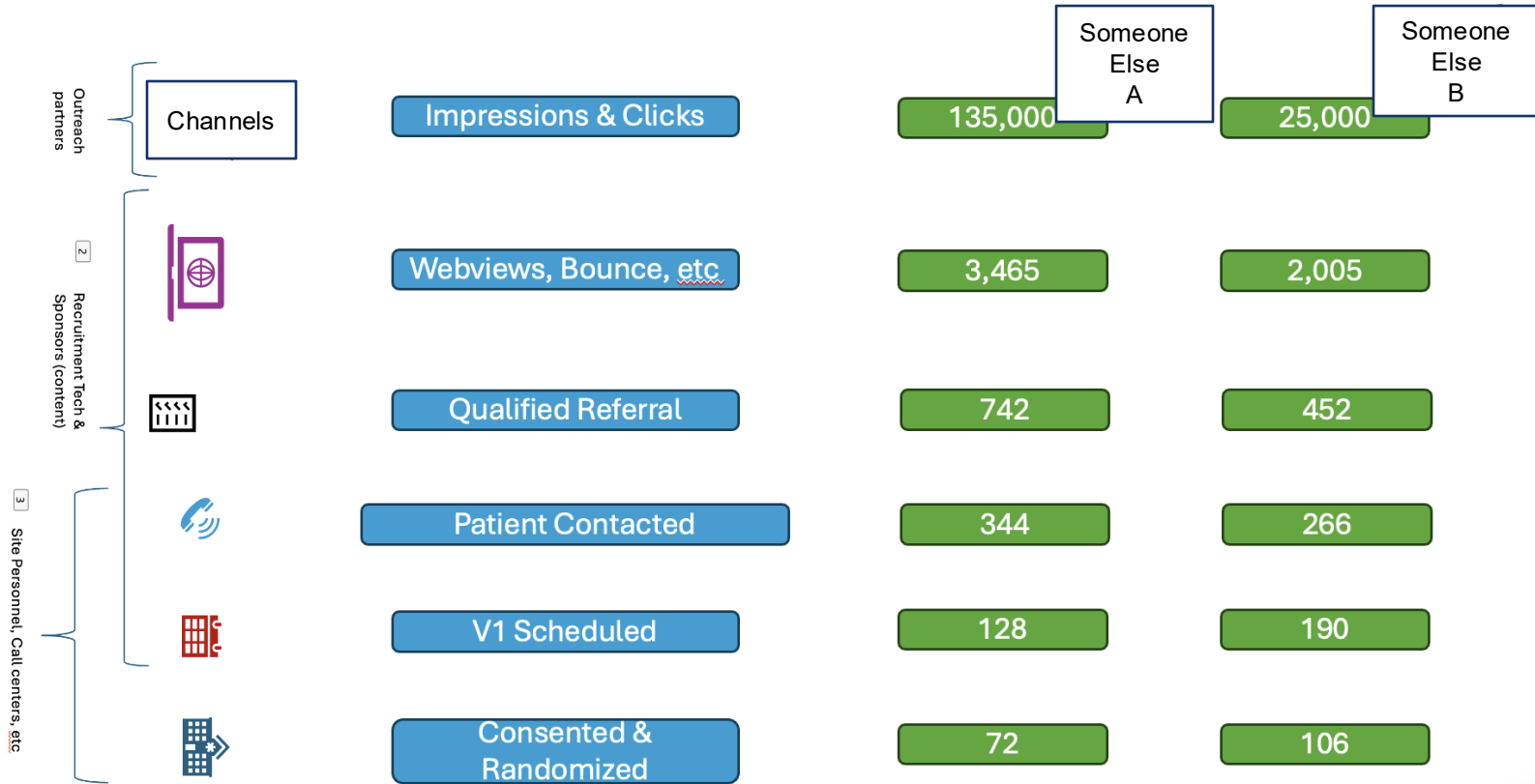
The site knows them

The “SOMEONE ELSE” Ecosystem



You can't manage performance if you don't measure it

Let's Look at Performance



How Do Patients Find a Clinical Trial?

There are only two ways...

AN INTRO TO THE CLINICAL TRIAL
SITE FROM THEIR TRUSTED HCP

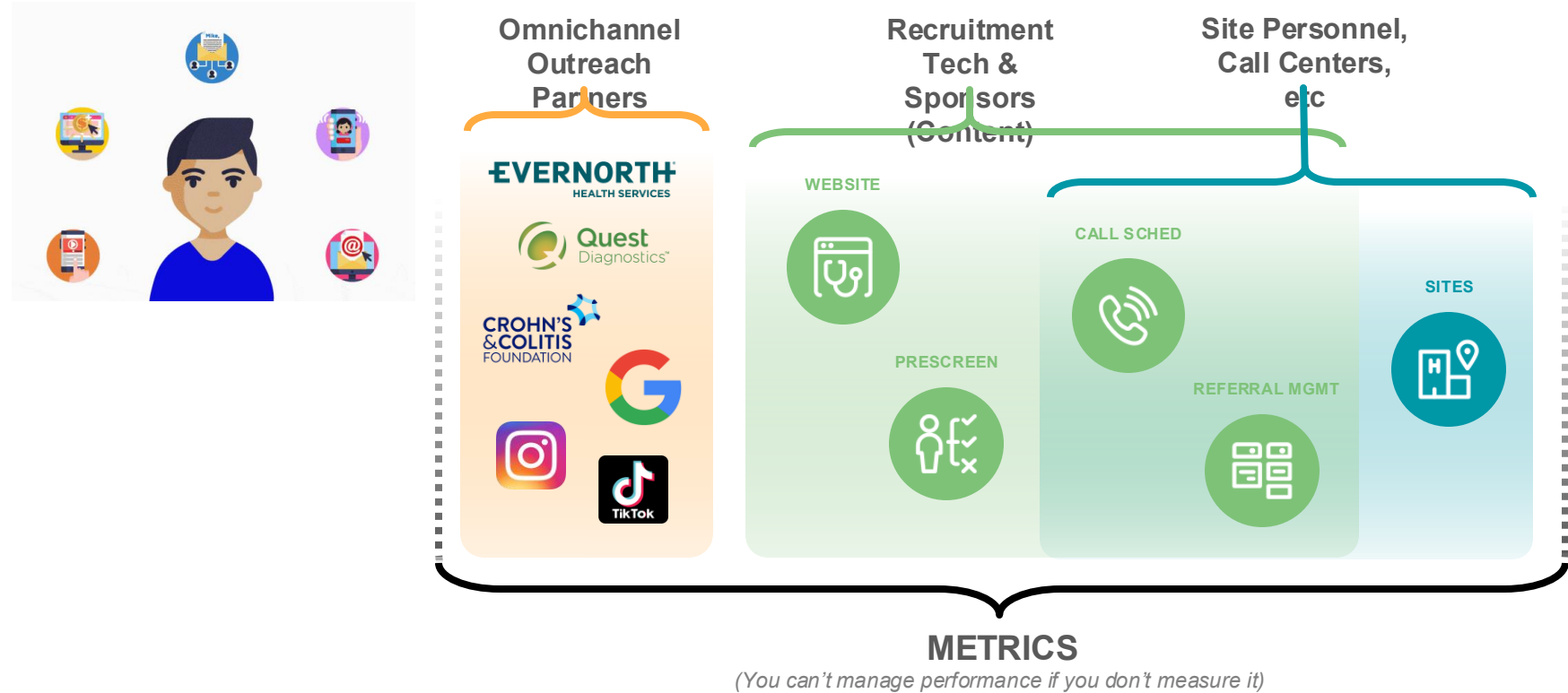


OR

... an intro from someone else...



The “SOMEONE ELSE” Ecosystem



Ecosystem

Don't forget. You can't manage performance if you don't measure it

