

Case Study 3: Intensive Site Engagement

CHALLENGE: An international, multicenter, Phase 3 study to investigate the efficacy and safety of a new therapy in children and adolescents with type 2 diabetes mellitus had been enrolling patients slowly over a 2-year period.

APPROACH: I-ACT for Children selected and coached 11 national leaders (NLs) from 9 different countries who developed engagement outreach using high-touch scientific/clinical physician-to-physician engagement strategies. These strategies were designed for principal investigators (PIs) of sites in their respective countries. We monitored, evaluated and advised on recruitment activities deployed by these NLs to maintain their engagement with all PIs. The sponsor successfully implemented the NL program in the U.S., Poland, Philippines, Malaysia, India, Brazil, China, Greece and Mexico.



OUTCOME:

Recruitment improved and the sponsor met its expected targeted recruitment rate.