

# Overcome Clinical Trial Recruitment Barriers and Stay on Track

Patient recruitment is a critical aspect for success in clinical trials. Recruitment quality and patient retention will often determine whether a clinical trial is carried to completion. As many as 86% of clinical trials fail to reach recruitment goals resulting in lost revenue, skyrocketing costs, and delays in new treatment and scientific achievements.



## The Challenge

Recruiting is a major challenge for research companies as many physicians (HCPs) and patients are actually barriers to participation, lacking awareness and willingness to participate. The need for integrative communication between clinical trial sites and HCPs is necessary to create awareness, educate and influence physicians to refer patients to participate in clinical trials.



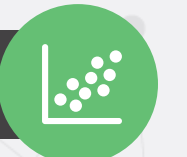
## Physicians as Barriers



Physicians are often unfamiliar with Principal Investigators (PI) and clinical trial sites in their area and may be reluctant to refer patients without adequate information. The complexity of clinical trial eligibility and protocol paired with lack of time, and support staff can leave many physicians unwilling to explore clinical trials as options for patient care.



## Patients as Barriers



Patients lack awareness and education of clinical trials and have a general lack of trust of experimental medical establishments. However, studies show that 60% of patients would consult their doctor as a preferred source for information on clinical trials, and as many as 26% are likely to participate if their doctor recommends it.



## Sound Solutions to Clinical Trial Recruitment



- **Know your target audience.** What are their major health concerns? Where do they go to seek care?
- **Bridge the gap.** Build relationships between research and clinical physicians by creating patient referral programs.
- **Educate.** Target physicians with the right messaging to create awareness and pique interest.
- **Strategic partnership.** Work with a company that specializes in physician recruitment and uses best practices for engaging and educating your target market.



## Who is The Schwartz Group and how can we help ?

With the The Schwartz Group, Inc. (TSG) as your healthcare-exclusive outsource partner we can expand your recruitment capabilities through targeted tele-detailing services, performed by the industry's most experienced and professional staff.

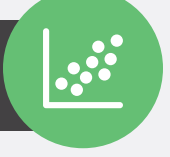
Leverage our 17 years of industry experience interacting with hundreds of thousands of physicians about a broad range of disease states and product classes to transform your clinical trial recruitment process.



We not only make physicians aware of clinical studies, but also educate them on the importance and impact of the study. We ultimately influence physicians to recruit patients through dynamic, repeated engagements.



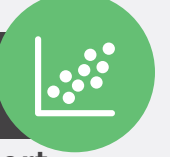
## Strategic and Customized Services



- **Customized data tracking in real-time.** We track your campaign data and analytics to provide continuous feedback on recruitment status.
- **Qualified Data.** With the use of specialized S-MAPs (Schwartz Medical Account Profiles), we can ensure physicians meet all of the qualifiers for the study.
- **Orphan drug leader.** TSG is a leader in the orphan drug arena, taking a streamlined approach to finding difficult-to-locate patients with rare diseases.
- **CRO/CSO Solutions.** Optimized clinical trial support designed to keep you on track, within your timeline and budget.



## Contact Us Today



Set up a tele-conference meeting with our expert project management staff.

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