



## Case Study:

Pharmaceutical company focused on treating infected diabetic foot ulcers

nRollmed increases the monthly recruitment rate

**nRollmed**  
Faster patient recruitment for your clinical trial



## The Challenge:

A pharmaceutical company launched a Phase I/II a study on a novel drug for treating infected diabetic foot ulcers (DFU). After one year of recruitment, 12 subjects were enrolled -26 subjects were needed. The deadline for recruitment was quickly approaching.

The study faced several recruitment challenges:

- The active site was a hospital and during the COVID pandemic, potential subjects were justifiably fearful of hospitals.
- Patients being treated for DFU at the hospital often had ulcers that were too advanced to meet study requirements.
- The ulcer needed to be infected with specific types of bacteria.

nRollmed was brought on to expedite recruitment of the final patients.

## nRollmed's Contribution to the Recruitment Process



2 months  
260 interested leads



70 leads found eligible and referred to sites  
6 patients signed consent



4 patients enrolled  
33% screen fail rate  
The monthly recruitment rate tripled



## Customized and Collaborative Approach

nRollmed designed an awareness campaign using print and digital advertising. Leads were pre-screened to ensure only highly qualified patients were referred to the sites.

Once at the site, several additional barriers to participation became apparent.

- Compensation for patients' travel was not well organized, especial for patients traveling long distances. nRollmed found a cab service that established a contract with the sites so that patients didn't have to pay out of pocket.
- nRollmed implemented weekly phone calls to study coordinators and helping schedule patients' visits, to improve site efficiency.
- The doctors' unpredictable schedules made scheduling appointments difficult. To reduce the need for on-site assessment, nRollmed asked patients to send a picture of their ulcer to the study team. Elderly patients were assisted with this process by the nRollmed team.



# nRollmed's Method



Awareness  
campaign



Pre-  
screening



Site  
support



Sponsor  
insights



Optimization



## Results

nRollmed worked within the sponsor's budget and provided 260 leads, exceeding the predicted number by 110. After pre-screening, 70 patients were referred to the sites, of which 6 signed consent. 4 of these were randomized, with a 33% screen fail rate, improving on the sponsor's expected screen fail rate of 60-75%.

In the time that nRollmed was active, seven patients were randomized. nRollmed's referrals made up more than 50% of the enrollments in that time period.

The study, which had been recruiting on average one patient a month for the previous year, increased to enrolling three patients a month. This was due to nRollmed persistence in increasing site attention and commitment to the study, and by nRollmed's work to widen the patient pool.