



Case Study

CRO completes Dry Eye study ahead of schedule

nRollmed recruits 14 patients in just one month of activity - cutting recruitment time in half / ending recruitment 1 month early

nRollmed
Faster patient recruitment for your clinical trial



The Challenge

A study investigating novel eyedrops for treating Dry Eye was struggling to recruit enough patients. nRollmed was hired by the CRO running the study to help recruit the last patients in the final weeks. Over one month the nRollmed team helped 6 sites across the US with their recruiting efforts.

The study's unique design offered an advantage but also a challenge: the study was conducted in a mobile unit housing all the equipment. The unit would arrive on site and patients would complete all study-related assessments in it. Practically, this allowed specialized assessments to take place. But is also challenged the team with scheduling; the unit was only available for 1 or 2 days each time it visited a site. This left interested patients with very limited scheduling options and no option for rescheduling if necessary at the last minute. The other main challenge anticipated by the CRO was a high no-show rate.



A Customized and Collaborative Approach

nRollmed's platform and recruitment strategy allowed the swift accrual of interested and pre-screened patients. In addition, nRollmed took over all responsibility for scheduling patients which proved highly successful, since there was no hand-off to an additional scheduling team. Patients received information solely from nRollmed before their first visit, making the process more streamlined and comfortable. nRollmed sent customized appointment reminders, increasing the number of patients who kept their appointments. During the process, nRollmed discussed amenities with patients on a site-by-site basis. Informing patients whether food and wifi would be provided helped them make decisions, know what to expect and stay committed. Finally, nRollmed did follow-up surveys with patients about their experience. There was an exceptionally high response rate to the follow-up calls made by nRollmed, and patients were very willing to share their experiences. From experience, we know this is because successful mutual communication channels were established and built on trust and customer service. Insights from these surveys were shared with the client, allowing them to optimize future studies.

The nRollmed Process Drives Recruitment Results



Provided and pre-screened 400 leads.



79 leads qualified and scheduled for a meeting



43 patients signed consent
14 patients randomized



nRollmed's Method



**Awareness
campaign**



**Pre-
screening**



**Site
support**



**Sponsor
insights**



Optimization



Results

nRollmed made a significant impact on the recruitment process for the CRO. Working on the study for just one month led to 43 patients consenting, 14 of which were randomized, a rate of more than 30%. Resulting in the study finishing recruitment a month earlier than anticipated- the client had initially hired nRollmed for two months but after one month's work, the project finished recruitment.