

LIVE WEBINAR

Best Practices for Patient Recruitment in MedTech Clinical Studies

November 28, 2023 | 3.00 pm CET/9.00 am ET



Chris Rush
Solutions Engineer,
Greenlight Guru

MODERATOR



Etienne Nichols
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Housekeeping



Questions



Recording



Answers

greenlight guru

1700+

510(k) clearances
& CE marked devices

2000+

ISO 13485
certification

1000+

I-III/SaMD/IVD

MedTech companies
worldwide in all device
classes and types

500+

clinical trials

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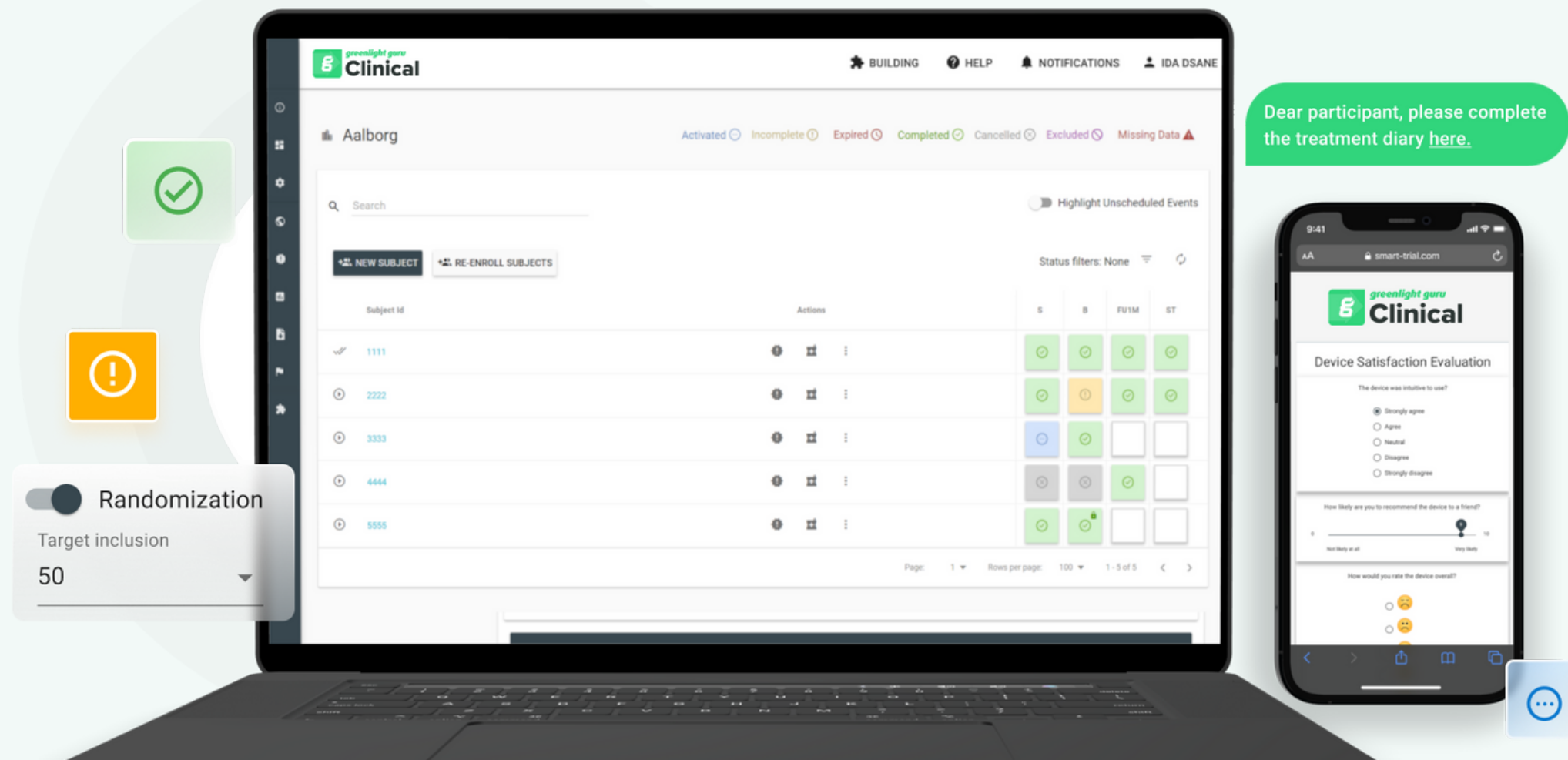
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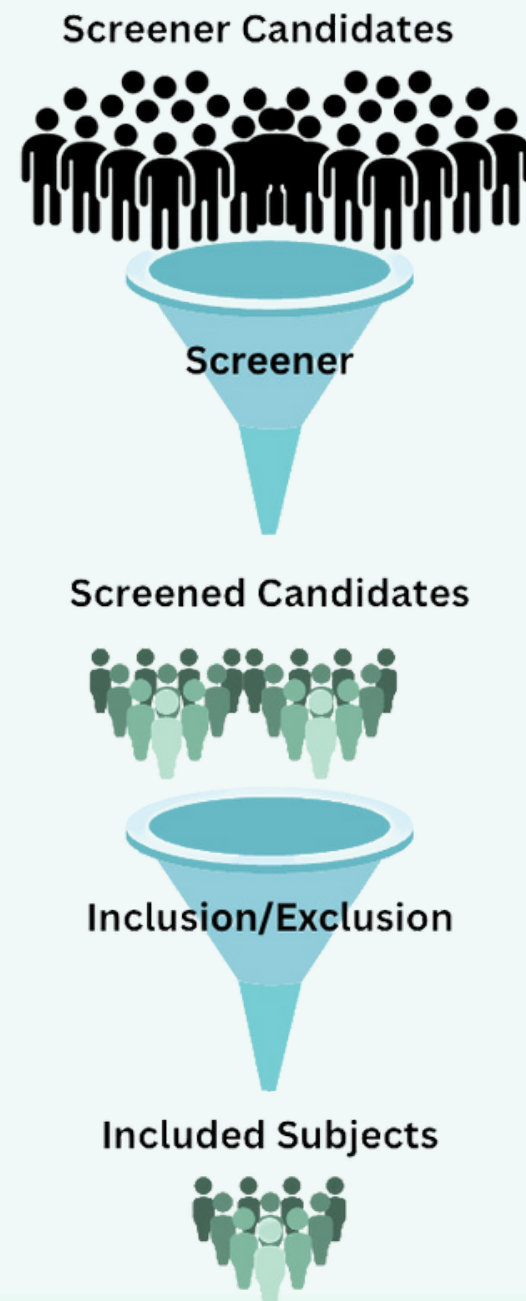
Today's Speaker



Chris Rush
Solutions Engineer,
Greenlight Guru

Patient Recruitment Models

Traditional Screening and incl/excl



Public Survey Subject Database

Broad Subject Population



Quallified Subject Database

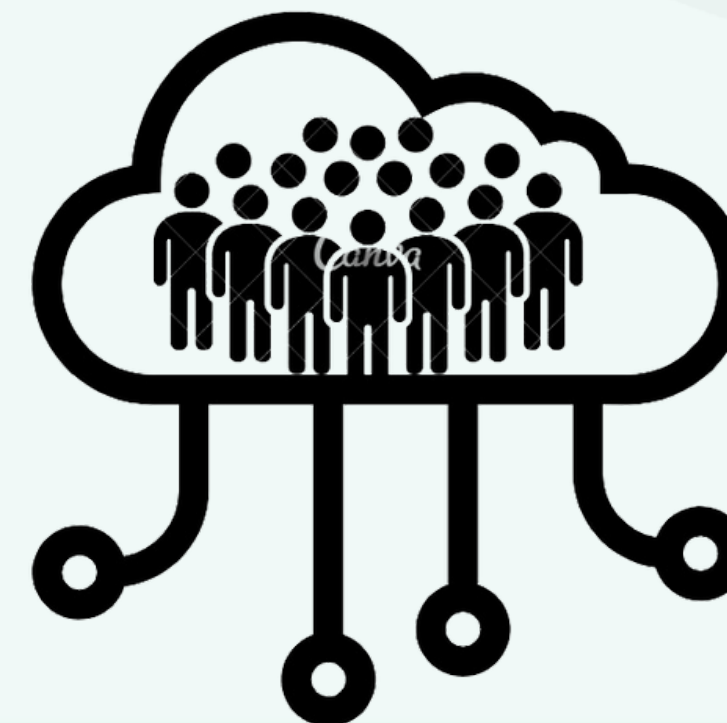


Public Survey Clinician Database

Broad Clinician Population



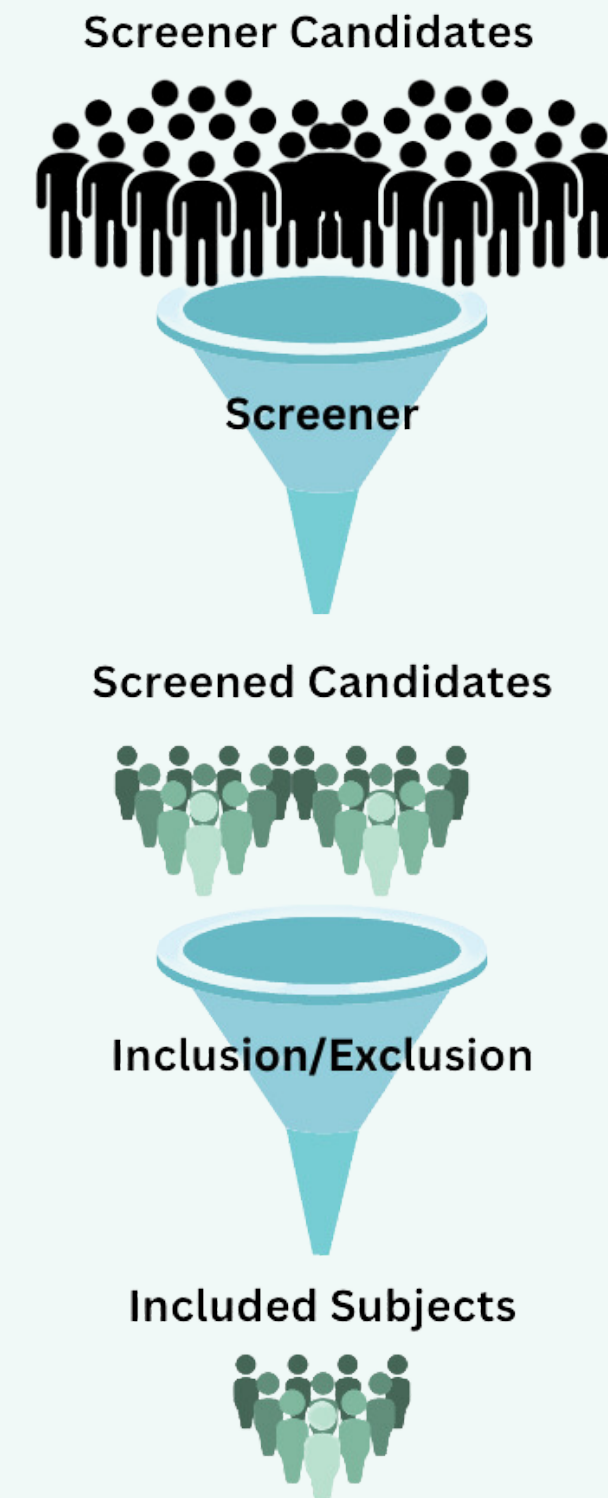
Quallified Clinician Database



Traditional Screening

➔ very common in pre-market studies (IDE, PMA, Pivotal)

Traditional Screening and incl/excl



Best Practices - Traditional Screening

- Site selection - more than just patient volume...
 - Forecast enrollment based on inclusion/exclusion
 - Is site running other studies...?
 - with similar device(s)?
 - with similar patient population?
 - Site staff experience with running studies & recruitment?
- Is a CRO handling site selection/recruitment?
 - Historical site performance metrics?
 - Site selection process?
 - Contracts should align with goal of efficient enrollment

Challenges & Pitfalls - Traditional Screening

- “So, recruitment is slow...”

➡ Add more sites...?

- ...what else can be done?

➡ revamp promotion of the study?

➡ do you have access to patient organizations?

➡ mid-study training reboot?

Public Survey Subject Database

- ➔ can assist with enrollment for a multiplicity of clinical activities present and future
- ➔ suitable for both pre- and post-market studies

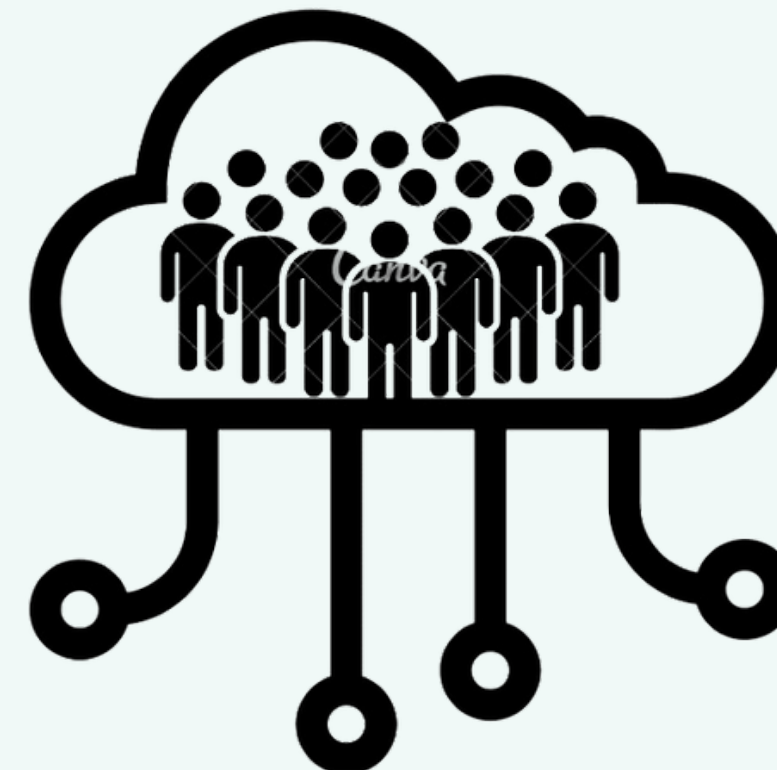
Public Survey Subject Database

Broad Subject Population



Survey/questionnaire

Qualified Subject Database



Best Practices - Public Survey Subject Db

- Sponsors should do a lot more of the planning work themselves
 - You may be talking to patients/organizations about your device design, also talk to them about your study
 - How to get patients: patient organizations meetings
 - Be able to answer:
 - How digitally able are the patients?
 - Is this a disease or condition that people will be googling?
 - What motivates my patients? Why would they want to participate?
What's in it for them?

Challenges & Pitfalls - Public Survey Subj. Db

- Maintaining a database takes work
 - ➔ subject email/phone contacts change
- Subject information storage subject to local regulations

Public Survey Clinician Database

➔ targets clinicians, rather than subjects

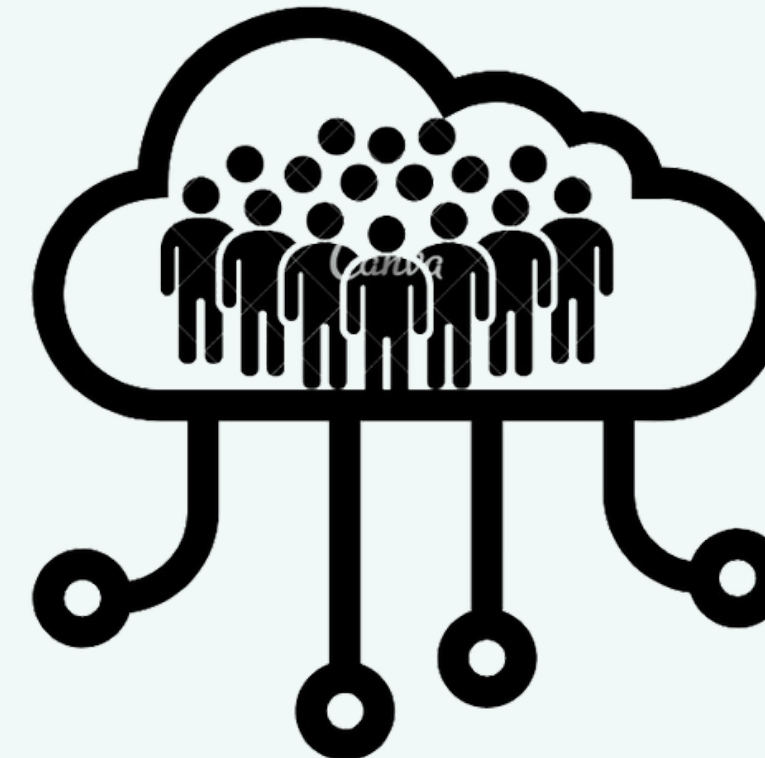
➔ often valuable in post-market settings

Public Survey Clinician Database

Broad Clinician Population



Quallified Clinician Database



Best Practices - Public Survey Clinician Db

- Sponsors should do a lot more of the planning work themselves

- You may be talking to physicians about your device design, also talk to them about your study
- How to get physicians:
 - physician associations meetings
 - field product specialists
- Be able to answer:
 - How do physicians prefer to participate? Email? Text? Online?
 - What level of engagement does physician want with sponsor?
 - What motivates my physicians? Why would they want to participate?
What's in it for them?

Challenges & Pitfalls - Public Survey Clinician Db

- Social media targeted at physicians
 - ➔ may be appropriate
- Maintaining a database takes work
 - ➔ physician email/phone contacts change
- Physician information storage subject to local regulations

Time for

Q&A



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