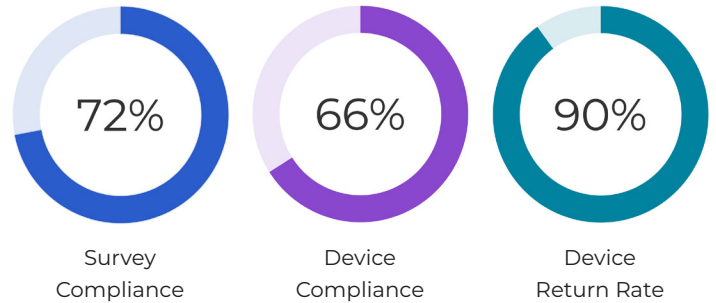


A Case Study on Patient Compliance in a Decentralized Clinical Trial

We offered a pharmaceutical client an innovative, decentralized trial approach that improved participant recruitment, engagement, adherence, and compliance.

The Challenge

A large pharmaceutical client needed a scalable solution for the support of a decentralized study consisting of collaboration between multiple vendors, agencies and the study facilitation stakeholders. The solution needed to offer streamlined processes for procurement of devices, welcome and return kit design and development, and direct to patient distribution. In addition, a call center was needed to interact directly with patients who had questions or may need assistance with their device. Aside from gathering scientific data, the trial was measuring how technology could assist with the challenges of participant engagement, adherence, compliance and recruitment.



The Process

Hibbert was selected as one of the key vendors along with a recruitment company, a digital application vendor, and data scientists to create a robust structure for study support. The trial took place without investigator site intervention, allowing for direct to patient interactions.

The Solution

Hibbert presented an approach to design and produce welcome kits that would explain to patients the specifics regarding the trial. Using unique branding elements, the welcome kit was developed with the participant in mind and included the device, brochure and a personalized patient letter. The brochure contained protocol information outlining the steps needed for the patients to participate as well as compensation details. Hibbert fulfilled the kits for patients who registered on an app and met specific trial eligibility criteria.

An API was established between the app vendor and Hibbert, allowing for the transfer of real time information regarding registrations, tracking data, welcome kit and device return kit delivery times, and study completion data.

Hibbert also set up a full service, concierge-style call center to provide patient support which included:

- Protocol, study timing/logistics, compensation and recruitment questions
- Device, study app and technology questions
- Adverse event/device events triage

At the close of the study, a return kit which was designed and developed by Hibbert was sent to study participants. The kit offered an easy, prepaid solution for returning the devices, qualifying patients for their final compensation and providing an end-to-end solution for the study team and the participants.

The Results

Consolidating the device procurement, as well as the design and production of kits by Hibbert allowed the study team to meet its required start date and achieve considerable cost savings, despite a condensed timeline. The study successfully enrolled the expected number of participants and had a positive patient experience due to the concierge services provided through the Hibbert help desk. Daily survey compliance and device compliance were both higher than expected at 72% and 66% respectively. The end-of-program device return process was seamless and netted in a 90% return rate by active participants. Achieving this level of success was monumental. All data points for the study were reached, and several process improvements and shared learnings were captured, paving the way for future decentralized and hybrid trials to be conducted in a similar manor.

About Our Company

Our rich history includes unparalleled experience in matching a client's extensive market planning with tailored solutions that deliver the industry's most reliable and effective results. We offer our clients the highest quality of comprehensive marketing services available. We are a proven industry service provider ready to take on your toughest marketing challenges.