

CASE STUDY:

Enhancing ER Patient Recruitment

Delivering engaging, easy-to-process trial information in a high-pressure setting



BACKGROUND

A biopharmaceutical sponsor engaged Scout to help provide acute pancreatitis patients in an emergency room setting with clear, accessible information about their condition and treatment options via clinical trial participation.

CHALLENGES

Patients experiencing significant pain needed trial information conveyed in a user-friendly and comprehensible manner. The stressful emergency room environment required a solution that reduced site burden and time needed for study introduction.

SCOPE

Scout was tasked with supporting patient enrollment by creating a comprehensive, easily understandable tool for site staff to educate patients about the clinical trial. To achieve this, the Scout Academy team developed a custom video to deliver the necessary information effectively.

SCOUT'S APPROACH

Scout's multi-faceted strategy streamlined the education process for emergency room patients:

- 1. Multi-Platform Delivery:** Provided site staff with tablets preloaded with the video and offered QR code access for viewing on any mobile device, simplifying the introduction process and reducing demand on staff.
- 2. Effective Video Content:** Selected actors, props, set design, and soundtracks with diverse patients' comfort in mind to enhance the educational experience.
- 3. Clear Messaging:** Included a straightforward explanation of the condition, details of the clinical trial process, and reassurance about quality standards and patient rights.
- 4. Patient Expectation Management:** Encouraged patients to speak with their doctor about their personal circumstances and study eligibility.
- 5. Regulatory Compliance:** Ensured the solution was IRB-approved and fully compliant with regulatory standards.
- 6. Language Inclusivity:** Responded to further requests by developing a Spanish-subtitled version to reach a broader patient population.

SPECIALIZED SOLUTIONS

Scout's approach significantly increased accessibility to diverse prospective patients and reduced the time required for trial discussions. This ensured consistent messaging and improved understanding for both patients and their caregivers, whose comprehension and acceptance of the trial's benefits were crucial for effective recruitment. As a result, Scout's approach decreased site burden and led to better overall trial enrollment.