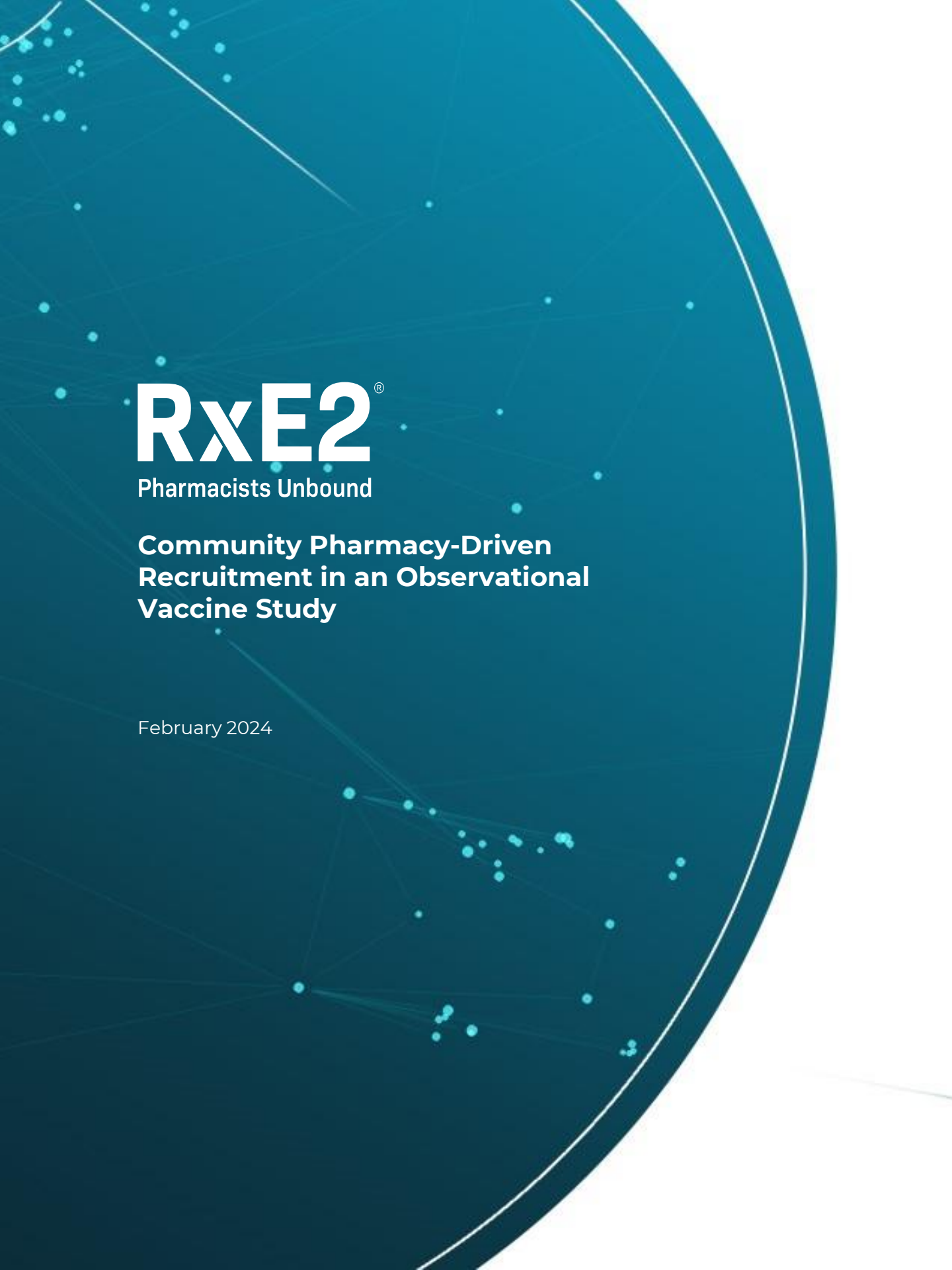




RxE2[®]

Pharmacists Unbound

Community Pharmacy-Driven Recruitment in an Observational Vaccine Study

February 2024

Introduction & Study Background

The rapid enrollment of participants is a cornerstone of clinical trial success. A large biopharmaceutical company, faced with the imminent start of an **observational vaccine study**, sought innovative strategies to enhance patient recruitment efficiency. The company aimed to recruit and register a significant number of novel patients to the trial's registry within a **constrained timeframe of 6-8 weeks**. The sponsor sought to leverage the recent success observed in community pharmacy-led vaccine distributions during the COVID-19 pandemic to enhance recruitment and registration processes for their trial. With the tight timeline, the company turned to RxE2 who offered a solution opening the community pharmacy pathway.

Facing the imperative to rapidly enroll participants, the sponsor—a well-established figure in the biopharmaceutical industry—aimed to **augment traditional recruitment channels** with innovative approaches capable of attracting and registering a substantial number of new participants to their trial's digital platform. The primary objective was to leverage the **accessibility and community trust of pharmacies** to facilitate the recruitment and web-based registration of participants unfamiliar with traditional clinical trial avenues.

Solution, Deployment and Timeline

The approach centered on RxE2's established community pharmacy-driven recruitment framework, encompassing:

- Selection and engagement of pharmacies with a **strong community presence**
- The **technology platform** and **comprehensive training** of pharmacy personnel to ensure adherence to recruitment protocols
- A tech-enabled workflow that entailed proactive patient outreach by pharmacy staff, leveraging **existing patient relationships**, followed by telephonic or face-to-face interviews to assess interest and eligibility, culminating in assistance with online registration for qualifying candidates
- The strategic deployment of pharmacies in successive waves to incorporate **adaptive measures** based on ongoing evaluations

The rapid deployment saw **pharmacies across 12 states** being prepared and operational within six weeks, aligning with the study's initiation timeline, with a **concentrated recruitment effort spanning 20 days**.

Pharmacies were introduced to the recruitment effort in successive waves, allowing for iterative refinement of strategies based on early experiences and feedback. This phased approach facilitated adaptability and continuous improvement in recruitment tactics.

Benefits of the RxE2 Solution

RxE2 emerged as the pivotal solution for the study sponsor, who faced challenges navigating the complexities of engagement of **nearly 20,000 independent community pharmacies in the United States**. RxE2 streamlined access to a ready-to-mobilize community pharmacy network, effectively becoming the sponsor's "Easy Button" for initiating a novel recruitment channel.

- RxE2 expedited access to an extensive network of community pharmacies, complete **with pre-established agreements** and **rigorous patient data protections**, ensuring a smooth operational framework.
- The **RxE2 technology platform** equipped pharmacies with user-friendly onboarding, comprehensive training, and advanced AI tools, significantly reducing the complexity of engaging pharmacies, analyzing data, and identifying potential participants.
- The proficiency of **RxE2 Pharmacy Operations** ensured tailored support for the sponsor's needs while bolstering community pharmacies with the necessary guidance and resources.

Results

- Engagement with **84 pharmacies across 12 states** led to a potential participant pool of **40,000 individuals**.
- Over a **20-day period**, pharmacists attempted to **contact 9,019 patients**, successfully engaging 5,328 (**a 60% contact rate**)
- A total of **1,626 interviews** were conducted, identifying **783 eligible participants**, with **255 completing the registration process**, and meeting all requisite criteria.
- Of the 255 registrants, **67 patients consented** to join the study

Conclusion – Lessons Learned and Looking Ahead

The initiative underscored the viability of community pharmacies as an effective conduit for clinical trial recruitment, particularly in scenarios requiring rapid participant enrollment. Key learnings included:

- The importance of early engagement with recruitment partners like RxE2 to streamline the onboarding and activation of pharmacies
- The value of a flexible, wave-based deployment strategy to incorporate real-time adjustments and optimize recruitment outcomes

This case study demonstrates the viability and effectiveness of utilizing community pharmacies to augment participant recruitment in clinical studies, particularly under tight timelines. The collaborative approach, combining the expertise of RxE2 with the community-centric model of pharmacies, presents a replicable process and promising adjunct to traditional recruitment strategies, warranting further exploration and refinement in future clinical research endeavors.



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