



FOR RECRUITMENT
DONE RIGHT GO WITH THE

PRO

PATIENT RECRUITMENT ORGANIZATION

COMPANY BACKGROUND

- More than 18 years' experience as an SMO, niche CRO and recruitment and retention provider
- Successfully performed more than 250 projects
- Experience in 66 countries
- Regarded as industry pioneers and thought leaders
- Consultants and trainers to major pharma and biotech companies

CORE SERVICES

- Customized patient recruitment, retention and program management
- Study messaging and brand development
- Study feasibility (select therapeutic areas)
- Site selection and site management
- Market research
- Patient recruitment and retention training programs

THERAPEUTIC AREAS / CATEGORIES INCLUDE:

- Immunology
- Oncology
- Neurology
- Cardiology
- Endocrinology
- Gastroenterology
- Dermatology
- Urology
- Ophthalmology
- Respiratory
- Nephrology
- Rare Diseases
- Men's Health
- Women's Health
- Rheumatology
- Medical Devices
- Biologics
- Pediatrics
- Vaccines

CUSTOMIZED PATIENT RECRUITMENT, RETENTION AND PROGRAM MANAGEMENT

DAC customizes central recruitment and retention programs based on the trial protocol, patient population and countries involved. We also offer site-level customization according to individual site needs, goals and challenges. Our project management team comprises experienced strategists who monitor recruitment and retention activity and coach sites to meet short- and long-term goals. This approach addresses local campaign challenges and helps sites achieve maximum benefit.

STUDY MESSAGING AND BRAND DEVELOPMENT

Our in-house creative agency spins study brand distinction through customized designs and compelling messages. Fully staffed with writers, designers and print production staff, DAC develops a variety of collateral targeted to patients and physicians. Our portfolio includes patient and physician education materials, direct mail pieces, print and electronic newsletters, targeted advertising, and websites.

STUDY FEASIBILITY

DAC's protocol feasibility service is geared toward assessing recruitment/enrollment viability. Specifically, DAC deploys a network of clinical research advisors in select therapeutic areas who conduct "real-world" assessments of study protocols based on in-depth knowledge of current treatments, patient populations and patient recruitment.

SITE SELECTION AND MANAGEMENT

Site quality is a key determinant in meeting patient enrollment goals. DAC has considerable experience identifying investigators as well as evaluating site staff, facilities, clinical research expertise and patient recruitment abilities. We use this critical information to develop highly targeted investigator lists and strategic communication plans which help ensure enrollment success.

MARKET RESEARCH

Know thy audience is the mantra to which our market research specialists adhere in compiling demographic and psychographic data on patient populations for clinical trials. We deploy a myriad of data collection methods including focus groups, online surveys and in-person interviews. Using the results, we tailor marketing strategies to help trial sponsors yield the greatest return on investment.

PATIENT RECRUITMENT AND RETENTION TRAINING

DAC's Best Recruitment and Retention Practices® training programs prepare project managers, clinical research associates, study coordinators, site directors, and investigators to meet recruitment and retention challenges with clarity. We cover the bases, from addressing recruitment challenges and enhancing enrollment to assessing site resources and understanding diverse patient populations.