



14 Ways to Increase Recruitment in Rare and Orphan Disease Clinical Trials

Rare diseases and orphan indications are gaining prominence due to public incentives and government facilitations now making drug development for these health issues more financially viable. However, the imposing challenge of patient recruitment still remains. By following this essential checklist, you can proactively maximize your recruitment efforts and ultimately meet your goals.

SUGGESTION	PURPOSE
<input type="checkbox"/> Develop a thorough Search Engine Optimization strategy	Prospective patients will find it when searching for info
<input type="checkbox"/> Companion diagnostic development	Helps identify mis-diagnosed or under-diagnosed populations
<input type="checkbox"/> Conduct database searches at study sites	Pre-identify potential patients
<input type="checkbox"/> Partner with advocacy, self-help and special interest groups	Alert patients who may be eligible that study is recruiting
<input type="checkbox"/> Present at medical congresses	Alert doctors who have eligible patients or gain investigators
<input type="checkbox"/> Contact medical schools and universities	Alert early diagnosis patients who may research disease treatments
<input type="checkbox"/> For children's diseases, alert pediatricians	Gain referrals when patients are at an early disease stage and seeing pediatricians regularly
<input type="checkbox"/> For genetic diseases, consider covering the costs of genetic screening	Identify those in the family with genetic illness who may want to participate in a study
<input type="checkbox"/> Ensure geneticists know about the study	Increase the number of genetically-impacted patients and gain insights from geneticists
<input type="checkbox"/> Advertise in suitable consumer media	Patients or their friends, relatives may see it
<input type="checkbox"/> Develop a solid social media strategy	Inherent viral nature will help to spread the news of the study
<input type="checkbox"/> Use visiting nurses	Help patients who may be too sick to travel
<input type="checkbox"/> Use technology to gather data	Reduce the burden of trial participation
<input type="checkbox"/> Partner with a CRO with expertise in rare and orphan clinical development	Gain the support of a team that can bring your clinical trial to life

Contact us to learn how we can help maximize recruitment in rare and orphan disease trials.