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## The importance of subject recruitment and retention to clinical trial success

Jody M Ehrhardt

Ehrhardt Clinical Research, LLC., USA

According to Tufts CSDD, two-thirds of investigative sites fail to meet the patient enrollment requirements for a given clinical trial. And, whereas in 2001 nearly half of all patients screened for clinical trials completed them, in 2010 less than one in four screened patients were retained for the duration of the clinical trial. In light of this decline more sponsors are shifting their investigator recruitment focus to sites with proven patient recruitment and retention plans. If a clinical research site plans to grow and stay relevant a change in patient recruitment and retention planning that is aligned to how patients receive information and feel about clinical trials is mandatory. Successful research sites need to create and implement a strategy that combines social media, technology, subject needs and wants, and open communication while maintaining medical and protocol requirements. A successful strategy must also include every member of the research team in order to reach maximum effectiveness. And, site staff must realize that an integral member of this team is the trial volunteer.

### Biography

Jody M Ehrhardt is a certified Clinical Research Coordinator with over 20 years of experience in the Clinical Research industry. Throughout her career, she has worked in Phase I-IV human trials as a clinical research coordinator, data coordinator, project manager, and Director of research services. She also consults for a major animal pharmaceutical company as a regulatory and development specialist. In 2012, she used the experience she gained from working in numerous roles, therapies and industries and founded her own clinical research facility.

[jehrdt@ecrtrials.com](mailto:jehrdt@ecrtrials.com)

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