5 habits
of high-performing
clinical trials

Across multiple clinical trials and therapeutic areas, the data is clear: engaged sites consistently outperform their less-engaged counterparts.

When sponsors implement data-driven engagement strategies - combining real-time performance insights with targeted interventions - they see measurable improvements in recruitment rates, site efficiency, and overall study success.

Summarizing a tried and tested site engagement blueprint for scalable performance growth and better trial outcomes.

Better yet, engagement is not a passive metric; it's something study teams can actively shape. By leveraging the right tools and strategies, sponsors shift their approach to site engagement from reactive to proactive, leading to better trial outcomes and proven sponsor ROI – such as reduced time to Last Patient In (LPI).

This report explores patterns observed across multiple studies, providing an actionable checklist that distills the findings into 5 core habits.

While individual success measures vary, the evidence consistently demonstrates that a structured approach to engagement delivers improved sponsor oversight, enhanced communication and faster recruitment.
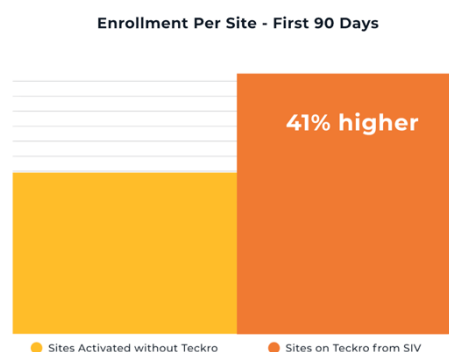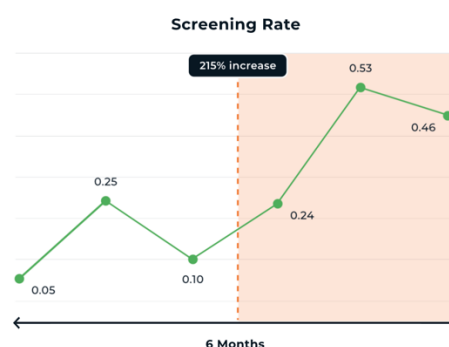
Data-driven engagement drives recruitment

Engagement and recruitment: a proven relationship

Clinical trial performance data highlights the consistent link between site engagement and recruitment outcomes:

- Engaged sites recruit more patients. Recent examples include a study showing a **23%** higher recruitment rate for engaged sites after implementing a targeted communications plan.

- Site engagement accelerates recruitment timelines. One study saw an overall screening rate increase of **215%** after structured engagement interventions, while engaged sites on another study screened **52%** more patients than their non-engaged counterparts.

Screening Rate

215% increase

0.53

0.46

0.25

0.24

0.05

0.10

6 Months

- Proactive site segmentation enables tailored performance management. All studies analyzed increased their number of high-performing sites following data-driven interventions, up by **4-13 percentage points** (ppt) in just a few months.

- Targeted communications amplify engagement. Tailored site messages with milestone-aligned content saw open rates of up to **75%** - directly influencing interaction with study materials.

- Digital access removes friction. Sites provided with a mobile-first study experience from SIV (site initiation visit) saw a **41%** higher overall recruitment rate than those activated without, and the rate for engaged sites was **69%** higher.

Enrollment Per Site - First 90 Days

41% higher

● Sites Activated without Teckro ● Sites on Teckro from SIV

Connect with us for more insights on how targeted engagement strategies drive measurable, scalable trial performance improvements.

Decoding proven best practices

Engaged sites perform better – and engagement is measurable

Across multiple studies, sites with higher engagement consistently outperformed those with lower interaction levels. Engagement is a leading indicator of site performance. Trials that tracked engagement patterns found that sites demonstrating meaningful interactions with study materials, digital platforms, and communications had meaningfully higher screening, randomization, and recruitment rates. Rather than waiting for recruitment challenges to emerge, sponsors that monitored engagement data in real-time could predict and proactively address potential issues before they impacted study timelines.

> **Studies that saw higher site engagement also demonstrated better protocol adherence and more screening activity.**

Site segmentation unlocks proactive interventions

Not all sites will perform at the same level, have the same resources, or are activated at the same time - and a one-size-fits-all approach to engagement can leave new or research naive sites unsupported while failing to enable high performers. Studies segmented sites using real-time engagement data aggregated with recruitment metrics to produce a validated measure of performance, allowing study teams to deliver targeted interventions. By identifying which sites needed support, study teams could intervene at the right time with the right strategies to support their progress, while high performers were sustained and encouraged.

Timely, targeted communications improve site engagement

Frequent, targeted, and milestone-aligned communication is a hallmark of high-performing studies. Engaged sites were those that received communications and interacted with them in meaningful ways. Incorporating direct links to view useful information in the protocol or easily raise a question increases activity with these critical resources. Studies that saw higher site engagement with study communications also demonstrated better protocol adherence and more screening activity. A consistent communication cadence, with messaging tailored to site-specific needs, fosters a sense of partnerships between study teams and sites, reinforcing engagement over time.

Digital access eliminates friction and boosts efficiency

Studies that enabled mobile-first, digital access to study materials delivered a more intuitive and seamless site experience, negating common administrative burdens. Giving sites anytime access to study protocols, relevant communications, and integrated messaging channels saw faster query resolution times, increased engagement and improved efficiency for key activity, such as securing cohort slots. Push notifications were a familiar way to prompt attention for key updates, allowing sites to focus on trial execution rather than chasing answers or navigating fragmented systems. The result was a smoother operational experience for sites – notable when recent industry research indicates [disjoint systems remain a source of dissatisfaction for site staff](#).

> **Real-time monitoring of site engagement data allowed sponsors to make dynamic decisions throughout the course of a study.**

Data-driven insights support smarter decision-making

Real-time monitoring of site engagement data allowed sponsors to make dynamic decisions throughout the course of a study. Engagement metrics served as an early warning system, signaling where clarifications or guidance were needed before recruitment lagged or compliance issues arose. Studies that leveraged this data were able to make meaningful adjustments, offering additional support to struggling sites while reinforcing best practices among high performers. This proactive approach saw study teams collecting site feedback, gaining valuable insights ahead of protocol amendments while demonstrating investment in the site experience. Sponsors were also equipped to make informed decisions on continuation for underperforming sites, sooner – supporting progress in line with recruitment targets.

A recent Tufts CSDD report identified better site support as critical to study success. This article looks at the findings, including the four major barriers to effective site engagement.

[**Read now**]

5 habits of highly successful studies

Data-driven site performance management for improved clinical trial outcomes

Best practice checklist:

1 **Offer an enhanced digital experience**
Provide sites with intuitive, centralized access to study materials with seamless access to information, updates and support channels.

2 **Commit to tailored, consistent outreach**
Send useful, tailored study communications at least once per week, and in alignment with site milestones.

3 **Measure meaningful metrics**
Monitor site activity and leading indicators of engagement to identify trends and potential risks sooner. Use data insights to implement proactive measures and continually refine interventions.

4 **Make data-driven interventions**
Segment sites to understand individual needs, enabling a targeted support plan to improve or sustain performance. Sub-segments provide granular insights for more comprehensive engagement strategies.

5 **Create a feedback culture and foster site sentiment**
Engage sites in protocol and resource discussions, conduct surveys to understand site challenges and equip sites with intuitive opportunities to rate or share insights on their study experience.

Strategic initiatives, powered by data

Achieving high-performance clinical trials requires data, but it also demands a strategic, proactive approach to the site experience on your study. By harnessing real-time insights on site activity, study teams can proactively shape engagement - fostering site relationships that drive faster recruitment, reduce time to LPI, and optimize resource allocation.

User-centric engagement must evolve from a supporting function to a core strategy, embedded within every phase of trial execution. The ability to predict site needs, tailor interventions, and sustain meaningful interactions is the proven foundation for trial success.

You can't manage what you can't measure

Connect with our team to explore how Teckro can help you turn more sites into high performers, nurturing and transforming engagement into measurable recruitment growth.

Connect with us