

7 Things Every Study Team Should Know About Site Engagement

Every day, Teckro supports pharma study teams around the world to answer one fundamental question: how can we improve site engagement? From these interactions, we've compiled a summary of common discussion points.

Let's Start With a Definition

Through working with customers and analyzing our data, we've defined site engagement as:

- Repeat interaction with your study content at the right time
- The right people reading your study communications
- Sites sharing feedback or seeking guidance when challenges arise

This isn't just fluffy relationship stuff. There is tangible evidence connecting improvements in site engagement with specific trial performance metrics, including:

- Increased patient screening and randomization
- Meeting or exceeding enrollment targets, and doing so on time
- Fewer avoidable deviations when sites have direct expert guidance

Building trust doesn't happen overnight, but you need to start somewhere. Here are 7 things every study team should know about site engagement.

1. Site Engagement *Can Be Measured*

Sponsor study teams recognize the importance of site engagement, but they don't know how to measure it. With our leading indicators for engaged or disengaged sites, study teams are equipped with the knowledge they need to proactively influence site performance. Indicators include: open rates of your messages, consistent interaction with your protocol, and regular, direct site feedback.

2. Interconnect Your Study Content & Communications

When sites have fast, easy access to resources and study expert guidance, they are better equipped and more likely to be active in your trial. Don't make your sites work too hard. Give them the confidence and opportunity to make the best decisions. Break down silos so they have the study support they need, when they need it. Interaction with both your protocol and site messages are primary engagement signals.

3. It's Not Spam When It Has Value

Our best practices advocate for an increase in outreach to sites. We sometimes get asked if sites might respond negatively to additional communication. Your sites will judge the volume by the value of what you are sending. This is why we actively campaign against generic newsletters and work with our customers on targeted, tailored communication. How will you know? Open rates are a good leading indicator of value.

4. Nurture Site Engagement Across All Trial Stages

Communication best practices apply across all stages of a trial. There may be ebbs and flows, but there is always important communication to share. Early in the trial, sites need as much support as they can get to meet enrollment targets. Later, you can help prepare sites with timely reminders ahead of database lock. Study teams can also proactively uncover site challenges through tailored surveys.

5. Localization Boosts Site Engagement

Global studies adopting best practices have healthy, consistent engagement across all locations. Localization of your communications – translating the content of your messages per region as needed – has been seen to drive higher open rates and boost overall engagement. It's worth experimenting to see if it has a positive impact on your study. Measure effectiveness through message open rates and increased interaction with your protocol.

6. Consistent Site Engagement Endures Through Trial Phases

Using communication best practices promotes site engagement during any trial phase. The leading indicators may vary by trial phase, so they need to be honed for the specific scenario. For example, targeted, timely communication is critical for Phase I trial activities, such as cohort management or dose escalation. In a later stage Phase III, using surveys to regularly source feedback on site challenges helps to nurture continued site engagement.

7. A Digital Approach for Better Study Outcomes

Equipped with data to measure leading indicators of engagement on your study, you can enhance the site experience. As site engagement grows, a course is set for continuous improvement, increasing study activity at a greater number of sites to the benefit of collective study goals. As with any relationship, building trust with site staff starts with a commitment to prioritize site relationships, from there - measure engagement and make data-driven adjustments that power study progress.

Master Site Engagement

Leading indicators of site engagement are only measurable when you use Teckro for your study content and communication.

Sites use one app to interact with your protocol, ask for study expert help, receive useful study communications, and respond to your surveys. And because sites are interacting with your study digitally, in one place - you unlock a wealth of invaluable data insights you can't get anywhere else.

Teckro is a digital solution to enduring clinical trial challenges and your gateway to data and practices that quantifiably enhance site engagement.

Download our playbook to get started, your sites will thank you!



Get playbook

You can't manage what you can't measure. In our next webinar, we'll present our findings on leading indicators of site engagement that directly impact study performance and launch a first-of-its-kind site engagement assessment tool. **Register for the webinar** to secure early access.