teckro

Achieving Best-in-Class Site Engagement

One study team showcases the power of targeted communications on Teckro

Results matter. Determining the best communication approach amid pervasive challenges in an ever-evolving clinical trial landscape can be difficult. Sponsors must cut through the noise and keep their study top of mind. Let's look at one study team achieving tangible, positive outcomes using Teckro.

This global, top 20, Phase III respiratory study devised a targeted recruitment communication campaign with Teckro. The study team's goal was to see strong screening and enrollment activity. They began engaging their sites through Teckro, directly after SIV. To keep sites focused on recruitment objectives and provide support when it was most needed, the study team shares useful recruitment tips and region-specific enrollment updates.

Tailored, Milestone-Aligned Site Outreach

Sending regular, targeted communications in alignment with study milestones and in response to site queries has proven effective for engaging and continually bringing sites back to the protocol. Following implementation of this recruitment communication campaign, this study has seen:

- 92% of new sites retained. All sites are reading communications, 68% also interact with study resources
- 75% of subsequent site queries relating to patient eligibility, median study expert response time 12 mins
- 75% site open rate for study communications (compared 7% average email open rate)
- 9% higher open rate for localized Japanese communications
- 10x more monthly site engagement (compared to other e-clinical solutions)

Keeping Pace with Top-Performing Sponsors

Amid capacity and resource constraints and site frustration with portals and passwords, adoption of trial technology solutions can be poor. Sponsors achieve best-in-class site adoption and engagement rates when they interconnect their study content and communication with Teckro. No longer hindered by "never-where-they-need-them" paper documents and endless indiscriminate emails, site staff prompted by native push notifications can check-in with your study directly on their mobile phone, anytime anywhere.

Sites register, read messages and review or browse study resources in a secure, intuitive app. This recurring study interaction drives protocol familiarity, triggers further site questions that help you shape continually useful outreach, and keeps your study top of mind. Ensuring communications are targeted and relevant captures the attention of both new and more mature sites. Site interest is held by continuing to deliver valuable messages to the right people at the right time, beyond SIV and through the various phases of your study.