

## C A S E S T U D Y :

# OVERCOMING EU RECRUITMENT CHALLENGES

A biotech client approached QPS to conduct a challenging Phase III study, requiring fast recruitment from multiple sites across Europe. This case study outlines the challenges we faced and the solutions we put in place to deliver the study successfully.

### CHALLENGE

The Client contacted QPS to deliver a technically challenging study, utilizing multiple different sites across both Eastern and Western Europe. Pan-European differences in recruitment speed and willingness of study sites to actively include patients, created significant obstacles in getting this study done efficiently.

### SOLUTION - 3 Factors for Success

#### Project Management:

- ▶ The QPS Project Management (PM) Team quickly took ownership of the project and, assessed the situation and developed a plan.
- ▶ The PM Team discussed the challenge and their proposed solution with the sponsor's leadership team a very early stage of the trial.

#### Proactive Approach:

- ▶ After a detailed analysis of the situation, QPS recommended closing down the Germany and Austria sites, with a view toward maximizing the Sponsor's money and other resources.

#### Flexibility:

- ▶ QPS relocated a top team of CRAs to work closely together with the sites in Germany and Austria, to speed up the close down process.

### OUTCOME

QPS achieved the Pan-European recruitment target on time by focusing on the highest performing sites, maintaining constant tracking and analysis of recruitment progress at each site, and ensuring frequent, open communication with Sponsor. This sponsor quickly became a repeat customer.