ClinOne

Case Study – MD Referrals

ClinOne mobile technology's impact on clinical trial enrollment through regional referrals from specialty providers.

Background

Enrollment on an Alzheimer's study for a global Sponsor was lagging behind forecast. There was significant inconsistency across 82 sites with 37 sites having zero accruals.

ClinOne Solution

ClinOne's mobile MD Referral was deployed across the study's 82 sites.

ClinOne's MD Referral technology is designed to optimize referral pathways by connecting research sites to medical providers within a designated geographical radius of a site. The system operates through a set of algorithms that identify the referral of specific indications, then systematically communicates via email twice a month to referring specialists. The system provides referring specialists high-level public domain study information, description of the targeted patient population, and dynamic content about the study and Sponsor. Specialty providers are able to search for clinical trials using their own smartphone or tablet and with a single click, connect with the nearest study coordinator to refer a patient.

Implementation and Deployment

ClinOne implementation was completed in less than two weeks. This included adding specialty provider contact information for each research site's existing referral relationships.

The 82 U.S. sites were mostly located in greater metropolitan areas with a smaller number of rural sites located across the Midwest. A 25-mile radius was selected as the referral range for the metropolitan sites while for rural sites the radius was expanded to 100 miles.

Three of the available 2,200 provider types in the ClinOne technology were selected as referral providers: neurologists, psychiatrists and psychologists. In addition, a limited number of primary care providers were also included. On average for each site, ClinOne identified and connected with 54 referring providers, a total of 4,428 providers overall. In metropolitan areas the referring specialists count ranged from 102 to 12 per site which included existing referral contacts.

ClinOne MD Referral was programmed to send 4,428 automated 'Dear Dr. Letters' every two weeks. It achieved on average a 54% read-rate with referring providers, 1,282 of which were identified as 'highly engaged'.

Throughout our engagement ClinOne edited and refined the messaging of the automated letter that was sent to referral providers. This helped build a consistent story about the Sponsor's study which kept it 'top of mind' in identifying qualified patients.

Results

Over a period of 8 months, ClinOne's MD Referral technology increased patient randomizations across 82 sites from 27 patients per month to 39 patients per month, an increase of 44%.

ClinOne MD Referral reversed the performance of 10 of those 27 non-accruing sites by generating patient referrals that subsequently were randomized into the study.

Further Analysis

Were patients referred by a provider more likely to qualify for the study?

This turned out to be true. Providers had a detailed clinical understanding of their patient and disease state which mitigated the referral of unqualified patients.