

Multi-channel clinical trial recruitment technology checklist



Biopharma R&D professionals generally admit that the current "high-cost, high-risk" development model is unsustainable. Despite technological advancements, trial recruitment is often still performed the same way it was done in the 1990s. By failing to implement new technologies, research companies are missing opportunities to create impactful treatment options with less time and resources.

For trial administrators, digital technology can redefine patient recruitment by facilitating fluid communication, incorporating insights from multiple relevant data sources, and enhancing internal collaboration.

With tech-driven enrollment, you can:

- **Engage patients** through targeted, omnichannel interactions and develop programs that effectively address their needs.
- **Communicate effectively with stakeholders** like medical practitioners, patient advocacy groups, and non-profit organizations.
- **Improve the quality of study** outcomes by using advanced data analytics to boost recruitment accuracy and diversity.

Implementing a digital-first recruitment solution

Despite the resounding benefits, deploying digital technologies can be a complex, lengthy, and resource-intensive undertaking. The numerous solutions available, from connected devices, mobile apps, and communication platforms to data analytics, artificial intelligence, and machine learning, make it easy to get lost in the transformation journey.

The key to effective implementation is a full-stack engagement approach that aggregates relevant solutions into one comprehensive platform to maximize efficiency and empower patients across all recruitment stages.

A proper digital recruitment platform gives you the tools you need to engage suitable patients through a targeted, interactive experience that makes them feel valued.

Use the checklist below as a guide toward implementing the solution that will best impact your patient recruitment process.

Does the platform offer multi-channel outreach?

A robust enrollment platform leverages automated, personalized, and unified communications to reach potential participants and create solid relationships.

Does the platform accommodate hyper-personalization?

The right platform uses robust data integration to aggregate outcomes from different channels and intelligently create personalized profiles for individual patients.

Does the platform include a cloud-based contact center?

The ideal recruitment platform offers a cloud-native contact center for frictionless inbound and outbound engagement with patients and stakeholders.

Does the platform utilize analytics and artificial intelligence?

A proper enrollment platform utilizes advanced analytics to identify the right combination of channels to maximize patient engagement and enrollment based on individual preferences.

Does the platform provide access to third-party trial supporters?

A solid platform provides all the tools you need to connect with the healthcare providers, patient advocates, and non-profit organizations that can support your trial.

Does the platform offer integrated data management?

Top-range engagement platforms come reinforced with integrated content management, data enrichment, file scrubbing, and API support, as well as seamless EMR integration.

Identifying the right technology partner

Navigating the complexities of clinical trials requires partnering with a vendor that can provide the ideal digital communications platform.

When choosing the best partner, be sure the solution ticks the boxes below.

Offers customizable omnichannel patient outreach across all relevant digital channels

Leverages patient data to improve personalization and optimize engagement

Has a governance model that upholds stringent compliance to regulatory guidelines

Offers a robust cloud-native engagement platform with integrated data management and EMR compatibility

Uses advanced analytics to continuously improve its operations and products

Can quickly scale operations depending on the changing requirements of the recruitment

Delivers strong patient data security and HIPAA compliance via HITRUST certification

About RingCentral

How can RingCentral help?

RingCentral is a leading provider of comprehensive communication technologies. Our comprehensive, customizable healthcare-focused platforms help research companies reinvent how they engage patients and external stakeholders by providing all the tools required to interact across a diverse range of channels.

With RingCentral, you can stop wasting precious time and resources on fragmented solutions and start using an all-encompassing engagement platform that brings your trial ecosystem together.

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