

Splash Clinical Patient Retention Programs

Apart from reaching recruitment goals, patient retention is one of the most pressing challenges for studies. These two issues cause delays and increased costs in over **80% of clinical trials**. Splash Clinical's patient retention program is an extension of our patient recruitment services, helping sponsors keep trials on time and avoiding additional costs.

Splash's innovative yet simple patient retention services are designed to deliver the right messages at the right time without overwhelming patients with additional touchpoints - keeping patients engaged and informed from enrollment to completion of the study.

WHY SPLASH CLINICAL

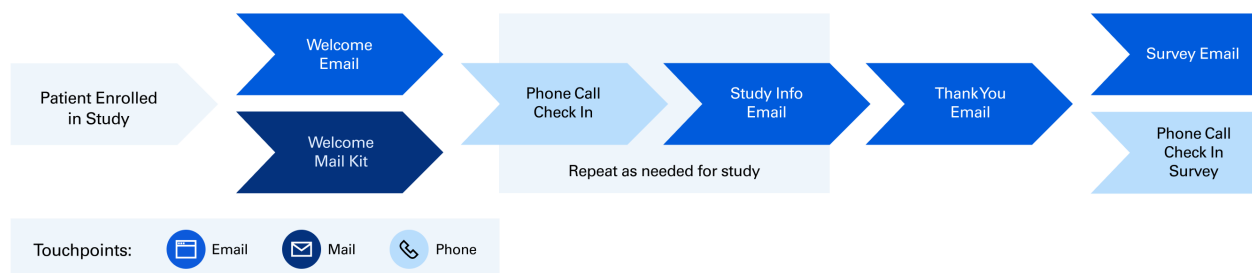
A seamless integration into existing frameworks that do not require additional technology integration. Our patient retention solution is ready to go from day one without additional training for patients or sites.

Branding and awareness are included in all communications. We incorporate study branding and educational aspects to foster a deeper connection with the study.

Support for decentralized clinical trials. As the industry moves towards reducing site visits, Splash's touchpoints and survey capabilities offer valuable insights into the patient experience, bridging the gap between sponsors and participants.

Real-time adjustments to communication strategies based on patient and site feedback, ensuring a consistently relevant and engaging experience. We make adjustments based on patient experience surveys that collect feedback to help sponsors better understand how to improve the study processes that are most important to patients at each stage.

Touchpoint Flow Outline



HOW WE DO IT

CONSISTENT TOUCHPOINTS

We have designed a touchpoint sequence that keeps patients informed from day one, using a mix of calls, emails, letters, and postcards until the study is finished.

CONSISTENT MESSAGING

We communicate sponsor-approved messages to all patients, regardless of their enrollment site. The approved communication is delivered on a steady cadence that ensures patients receive regular updates and remain engaged with the study's progress, reducing the likelihood of attrition.

ANTICIPATING PATIENT NEEDS

Our outreach anticipates potential patient inquiries. We analyze common concerns and questions from previous trials and integrate this data into our communication framework. Our goal is to ensure that patients receive responsive and anticipatory information.

DIRECT OUTREACH

We stand out by directly reaching out to your patients, ensuring they feel personally attended to, and reducing the burden on them to seek out information.

INTEGRATED CALL CENTER SUPPORT

Our email communication is complemented by a dedicated call center, ready to address patient inquiries and provide a human touch that digital means cannot fully replicate.

WHY IT WORKS

INFORMED PARTICIPATION

Patients are more likely to remain in a study when they understand their involvement's purpose, process, and importance. Splash's communications are designed to inform and reassure, resulting in greater patient retention.

EMOTIONAL CONNECTION

Regular, personalized outreach helps patients feel they are a crucial part of something meaningful, fostering a deeper emotional investment in the trial's outcome.

SIMPLIFIED EXPERIENCE

By reducing complexity and providing clear, straightforward information, we minimize confusion and enhance the patient experience, making retention a natural outcome.



Engage with Splash Clinical

We invite you to explore how Splash Clinical can enhance your patient retention strategy. Our team is ready to guide you through the seamless integration of our services into your trial framework, ensuring you are well-positioned to improve outcomes and patient satisfaction.

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