



Splash Clinical
Redefining Patient Recruitment

THE POWER OF EMPATHY

Patient Engagement in Clinical Trials

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OVERVIEW

Empathetic engagement is the missing piece in the patient recruitment and retention puzzle for clinical trials. As the healthcare industry continues to advance, it is becoming increasingly clear that a patient-centric approach is essential for the success of clinical trials. Higher enrollment and retention rates, improved data quality, and better trial outcomes are closely tied to effective patient engagement strategies. However, time and time again, engagement fails to be leveraged appropriately — amplifying significant patient recruitment and retention challenges, often leading to delays, increased costs, and potentially compromised results.

Traditional approaches to patient engagement often fail to address patients' unique needs and preferences, resulting in suboptimal enrollment and retention rates. Potential participants may lack awareness and understanding of clinical trials, find protocols complex and procedures burdensome, or experience inadequate support and communication throughout the trial. **Empathetic engagement**, a listening and questioning technique that fosters a deeper intellectual and emotional understanding, is vital to addressing these challenges and improving patient engagement.

This whitepaper highlights the importance of empathetic engagement in clinical trials and showcases how Splash Clinical's innovative solutions effectively address the industry's challenges. They transform the clinical trial landscape and ultimately improve patient recruitment, retention, and overall trial success.

THE PATIENT JOURNEY

Patients face many new experiences and challenges when joining a clinical trial. From the initial awareness and decision-making process to enrollment, informed consent, participation, and adherence to trial protocols, each stage presents its own set of obstacles. Current approaches to patient engagement often fall short due to one-size-fits-all communication strategies, limited patient support and resources, and insufficient monitoring and feedback mechanisms.

Empathetic engagement can help alleviate these shortcomings by providing personalized, emotionally validating support to patients throughout their clinical trial journey. By understanding and addressing each patient's unique needs and concerns, clinical trial teams can build trust, foster better communication, and ultimately improve the patient experience.

THE IMPORTANCE OF EMPATHETIC ENGAGEMENT

Empathetic engagement is a crucial aspect of successful patient engagement, as it helps build trust, foster understanding, and provide emotional support to patients throughout their clinical trial journey. By incorporating empathetic engagement into our solutions, Splash Clinical has been able to improve patient experience, satisfaction, and, ultimately, recruitment and retention rates.

The ability to listen to others in an emotionally validating way is almost cases an innate talent, and Splash Clinical recognizes the value of recruiting individuals with this skill to enhance their patient engagement efforts. Splash Clinical has created a more patient-centric approach to clinical trials by prioritizing empathetic engagement, ensuring participants feel heard, understood, and supported throughout the process.

SPLASH CLINICAL'S SOLUTIONS

Splash Clinical offers innovative solutions to patient recruitment and retention challenges, fostering empathetic engagement throughout the clinical trial journey. These tools streamline processes, reduce site burden, and improve trial outcomes by leveraging advanced technologies and data-driven approaches.

Engagement Center

The Engagement Center lies at the heart of Splash Clinical's solutions, providing a comprehensive platform that encompasses a scheduler for streamlined appointment management, a virtual waiting room for improved patient experience, and analytics for real-time insights and data-driven decision-making. The dedicated team behind the Engagement Center sets it apart, as they genuinely care about each patient and go above and beyond to provide personalized support and guidance throughout the clinical trial journey. The team ensures that all communications are clear, simple, and easy to understand, enhancing patients' comprehension of the trials, participation, health, and avenues toward a healthier future.

The Engagement Center team undergoes extensive training and preparation to ensure they are equipped to provide the highest level of empathetic engagement. This includes:

- Researching the disease state and patient population to understand their journey and pain points before they get on the phone.
- Putting themselves in the shoes of the patient and/or caregiver when talking with them, demonstrating genuine empathy and understanding.
- Acknowledging patients' concerns or nerves, reassuring them by explaining the importance of their participation in helping others with their condition.
- Providing personalized support to patients and caregivers based on their current stage in the journey, offering to check back in, and suggesting alternative times to talk if they need space or time.
- Using positive and encouraging language to build trust, boost confidence, and maintain motivation throughout the trial.

By combining cutting-edge technology with a team of compassionate and well-prepared professionals, the Engagement Center creates a supportive and empowering environment that fosters meaningful connections and improves patient engagement.

Digital Patient Recruitment

Splash Clinical's digital patient recruitment solution employs real-time, advanced digital and social media analytics to identify and engage individuals genuinely interested in participating in clinical studies. This targeted approach, based on epidemiological-based models, allows for the creation of tailored recruitment strategies that fit the specific needs of each study.

In addition to precise targeting, Splash Clinical conducts efficient pre-screening and qualification processes, significantly reducing the burden on trial sites and increasing the likelihood of successful enrollment. This solution optimizes recruitment efforts and accelerates trial timelines by focusing on patients with a higher probability of eligibility and engagement.

Patient Retention Programs

Splash Clinical's [patient retention programs](#) offer a unique advantage over traditional site-based retention efforts. By delivering a clear and consistent study brand message to each patient at different points in their trial journey, Splash Clinical ensures that participants remain engaged and informed throughout the process. This cohesive branding and messaging approach is often challenging for individual study sites to execute consistently, leading to potential gaps in patient engagement.

Our retention programs are powerful tools for trial lifecycle management, enabling sponsors to communicate effectively with enrolled patients at crucial milestones. Our solutions seamlessly integrate with existing study frameworks, requiring no additional technology integration or training for patients or sites. This turnkey solution ensures a smooth implementation process and an immediate impact on patient engagement.

Through a mix of calls, emails, letters, and postcards, Splash Clinical's multi-channel approach guarantees that patients receive the correct information at the right time, fostering a strong connection and commitment to the trial. By leveraging Splash Clinical's expertise in patient retention, sponsors can ensure that their study brand remains at the forefront of participants' minds, driving higher retention rates and ultimately leading to more successful trial outcomes.

Engagement Center and Scheduler App

Splash Clinical's Engagement Center is a powerful tool for streamlining the patient qualification process. By filtering out an average of 69% of unqualified, unreachable, or uninterested patients, the Engagement Center significantly reduces the burden on study sites, allowing them to focus on engaging with the most promising candidates.

The Engagement Center's impact is evident in the enhanced screening and randomization rates across various studies. For example, in a women's contraception study, screening rates increased from 13.8% to 19.7%, while randomization rates more than doubled from 5.5% to 12.4%. Similarly, in an adult asthma study, screening rates improved from 8.8% to 12.9%, and randomization rates increased from 4.3% to 8.6%.

Splash Clinical's [scheduler app complements the Engagement Center](#), empowering patients to take control of their engagement by scheduling follow-up calls. With 35% of patients opting to use this feature, the app has significantly impacted patient engagement and efficiency. When patients pre-schedule their calls, they are more than three times as likely to answer on the first attempt, streamlining communication and reducing the time and effort required to reach and qualify potential participants.

By incorporating these innovative solutions into the clinical trial process, Splash Clinical enables sponsors, sites, and other stakeholders to foster empathetic engagement, improve patient recruitment and retention, and ultimately accelerate the development of life-changing therapies.

CASE STUDIES

NARCOLEPSY

In a narcolepsy study with a narrow window for catching patients switching medications, the virtual waiting room allowed potentially qualified patients to sign up for email reminders until they were ready to screen. The campaign received 254 referrals, with an additional 117 signing up for the virtual waiting room, capturing **32% of potentially qualified patients who might have been missed** due to timing issues.

virtual waiting room, **retaining 57% of patients** who otherwise would have been lost.

WOMEN'S REPRODUCTIVE HEALTH

We provided a comprehensive patient recruitment campaign for a Phase III women's reproductive health study. The campaign generated 45% of the total enrolled patients. More than 70% of the study sites opted into Splash Clinical's Engagement Center for conducting secondary prescreening engagement calls, resulting in a **45% higher screening rate and a remarkable 125% increase** in the randomization rate compared to sites that conducted their own pre-screenings.

SCHIZOPHRENIA

A schizophrenia study required patients to be experiencing a worsening of symptoms. The virtual waiting room enabled patients who qualified aside from symptom worsening to receive email reminders until they were ready to screen. The campaign generated 295 referrals, with an additional 370 signing up for the

Brought in late as enrollment was at risk, Splash Clinical's services showed an **immediate 21% increase** in the study screening rate, positively affecting the study's enrollment.

ACTIONABLE INSIGHTS AND RECOMMENDATIONS

Implementing empathetic engagement techniques in clinical trials requires a concerted effort from sponsors, sites, and other stakeholders. To help guide this process, we offer the following actionable insights and recommendations:

Assess current patient engagement strategies

Conduct a thorough evaluation of your existing patient engagement approaches, identifying areas where empathetic engagement could be integrated to improve patient experience and trial outcomes.

Leverage technology to enhance engagement

Implement digital tools and platforms, such as Splash Clinical's Engagement Center, to streamline patient communication, provide personalized support, and gather real-time feedback. These technologies can help you scale your empathetic engagement efforts while maintaining a human touch..

Invest in empathetic engagement training

Provide comprehensive training for clinical trial staff, focusing on active listening, emotional validation, and effective communication techniques. This training will equip your team with the skills to build patient trust and rapport.

Collaborate with patient advocacy groups

Establish partnerships with patient advocacy organizations to gain valuable insights into your target patient population's unique needs and preferences. These collaborations can inform the design and implementation of your empathetic engagement strategies.

Continuously monitor and refine your approach

Regularly assess the effectiveness of your empathetic engagement strategies using key performance indicators such as enrollment rates, retention rates, and patient satisfaction scores. Use this data to identify areas for improvement and make data-driven decisions to optimize your approach.

Foster a patient-centric culture

Encourage a culture of empathy and patient-centricity throughout your organization, from executive leadership to frontline staff. This cultural shift will ensure that empathetic engagement becomes a core value and guiding principle in all aspects of your clinical trials.

By implementing these actionable insights and recommendations, clinical trial sponsors, sites, and other stakeholders can effectively integrate empathetic engagement into their patient engagement strategies, ultimately improving trial outcomes and accelerating the development of life-saving treatments.

THE FUTURE OF PATIENT ENGAGEMENT

The COVID-19 pandemic highlighted the vitality of patient engagement. It not only brought patient engagement to the forefront but also emphasized the need for remote and virtual trial solutions and heightened awareness of patient needs and preferences. With their adaptable and scalable technology infrastructure, continuous innovation, and integration of new engagement strategies, Splash Clinical's solutions are well-positioned to address the evolving needs of patients and clinical trials.

Splash's commitment to ensuring that no patient "slips through the cracks" is evident through its ongoing investment in patient-centric initiatives, advocacy, and a collaborative approach with sites, sponsors, and other stakeholders. As the clinical trial landscape continues to evolve, empathetic engagement will play a critical role in the future of patient engagement, helping to build stronger connections between patients, clinical trial staff, and the broader healthcare ecosystem.

CONCLUSION

This whitepaper has highlighted Splash Clinical's expertise and track record in patient engagement, the value of a patient-centric approach to clinical trial success, and the effectiveness of Splash Clinical's solutions in addressing engagement challenges. Splash Clinical transforms the clinical trial landscape by incorporating empathetic engagement into our toolbox, improving patient recruitment, retention, and trial success.

Working with Splash Clinical offers numerous benefits, including higher enrollment and retention rates, protocol optimization insights, and prioritization of patient needs and experiences. As the demand for more patient-centric clinical trials continues to grow, Splash Clinical is well-positioned to revolutionize patient engagement through innovative solutions and a commitment to empathetic engagement.



To learn more about how Splash Clinical can help transform your clinical trials through empathetic engagement and cutting-edge solutions, please visit [splashclinical.com](https://www.splashclinical.com) or contact us at info@splashclinical.com.