

# WCG Completes Early Enrollment for Psoriasis & Atopic Dermatitis Study

## CHALLENGE

A sponsor required support enrolling participants for their Phase IIA study involving adult patients with mild to moderate Psoriasis and Atopic Dermatitis. This specific study not only had strict criteria, but also faced a competitive landscape with many similar studies operating at the same sites, causing enrollment to be difficult.

## SOLUTION

WCG deployed Clinical Research Coordinators (CRCs) to partner with sites to manage media referral processing, chart reviews, pre-screening, and appointment scheduling. Due to the unique aspects of this study, which included multiple enrollment cohorts, sites encountered some unforeseen challenges during the screening process. WCG effectively communicated site insights to the sponsor in real-time, enabling swift resolution of recruitment bottlenecks such as shortages of screening kits and delays from sites in outreach to referrals.

## RESULTS

From WCG's media outreach and chart review, WCG successfully pre-screened and referred over 1,000 participants to sites. Additionally, within the study's condensed timeline, when screening

for the Psoriasis cohorts concluded much earlier than anticipated, WCG promptly shifted the digital media campaign to focus on enrolling moderate Atopic Dermatitis participants. This strategic adjustment helped close the enrollment gap for this particularly challenging cohort within a few months and well ahead of schedule.

### RECRUITMENT FUNNEL DATA

**1,000+**

Pre-screened

**150+**

Appointments  
Scheduled

**50+**

First Office Visit

**8**

Enrolled

*"Having a CRC deleted an entire study from my task list – when you're recruiting for 12-15 studies at a time, that's a huge impact. We would not have had as many patients contacted without WCG's service."*

—SITE RECRUITMENT COORDINATOR