Case Study

How a Sponsor Secured 200 High-performing Investigators in a New Therapeutic Area in Just 5 Days

WCG provides solutions that allow pharmaceutical and biotech companies to accelerate new clinical trials while strategically managing their resources.

The Challenge

A research sponsor was planning to conduct a clinical trial to study a new drug to treat kidney disease. This would be one of the largest studies the sponsor had ever conducted; the clinical operations team anticipated needing 200 high performing investigators—and quickly. However, this was a new area of investigation for the sponsor, leaving them unable to leverage existing site relationships. Moreover, because the therapeutic area was so active, competition for investigators would be fierce.

Realizing that they lacked the necessary resources to scale up quickly, the clinical operations team needed a partner capable of providing the following:

Access to investigators: The sponsor anticipated having to reach out to over 1250 investigators in order to achieve the necessary response rate and interest level to support the study. Leveraging data from 95% of all clinical trials as well as WCG's sophisticated data analytics tools, the sponsor was able to narrow its focus to a small pool of high-performing investigators within the specialty who had access to a large number of patients, as well as the capacity to take on a new trial. Using these insights, WCG provided the sponsor with a list of just over 500 investigators who met the criteria for initial outreach.

Speed: As a newcomer in a highly competitive therapeutic area, the sponsor recognized the importance of securing the right investigators, and quickly.

"We've had a breathtaking response to our feasibility questionnaire: 200 high-performing sites in just 5 days. WCG's data-driven approach to site identification and feasibility is certainly a new solution to an old problem. It is elegant in its simplicity but powerful in its results."

Vice President

North America Clinical Operations

Case Study

How a Sponsor Secured 200 High-performing Investigators in a New Therapeutic Area in Just 5 Days

Collaboration: Without WCG, the sponsor would have wasted months trying to funnel 1000+ investigators through the feasibility process, many of which would not have had time for the study, or have had access to the type of patients the sponsor required.

Initial Steps for Partnership

WCG worked with the sponsor to identify any existing investigator relationships that might be applicable to this study and to establish criteria for investigator participation. Then, using WCG's proprietary data solution, the partners identified a pool of investigators who possessed the appropriate interest in clinical research, the requisite medical experience and expertise, and the necessary infrastructure to support a clinical trial.

Next, WCG developed a short, user-friendly questionnaire to help the sponsor determine the feasibility of each investigator. A long and cumbersome questionnaire can be time-consuming and off-putting to potential participants, whereas too short a questionnaire may yield incomplete or unsatisfactory results. Because WCG maintains an extensive database of site information, including individual investigator profiles, the company can limit its inquiry to only the most strategic and pertinent areas, making it easier for investigators and study coordinators to respond.

Outcomes

Only 15 days after the sponsor signed its contract with WCG, the company began reaching out to a short list of potential investigator participants. Within 24 hours, 110 high-performing investigators expressed interest in participating. By day 5, that number increased to 200.

WCG continues to support the sponsor with solutions to increase the efficiency and speed of feasibility, contracting, budgeting and other study start-up related tasks.

Case Study

How a Sponsor Secured 200 High-performing Investigators in a New Therapeutic Area in Just 5 Days

Lessons Learned

Bring your partner in early: In a fiercely competitive landscape, speed matters. Select a trustworthy partner with proven solutions and bring them in early. By partnering with WCG, the sponsor was able to identify 200 high-performing investigators in a new therapeutic area in just 5 days.

Data-driven insights matter: Identifying high-performing investigators and assessing their feasibility using traditional methods will take many months; collecting feasibility responses can take three to four months alone. WCG has demonstrated that using a reliable, data-driven approach to investigator identification and site feasibility can shave weeks, if not months, from study timelines.

Questionnaires can backfire: Feasibility questionnaires should be used to determine whether or not an investigator will be a good fit for a given study. Sponsors tend to make the questionnaires unduly burdensome for investigators. At best, this slows response time. At worst, it alienates potential participants. WCG has developed a proven method to collect the right information from the right investigators in the shortest amount of time to determine the best-fit for a study.

About WCG

With a 50-year legacy as the leader in ethical review, WCG is the industry's first Clinical Services Organization (CSO), delivering a suite of technology-enabled services that maximize speed and efficiency for those who perform clinical trials.