

## WCG RECRUITMENT & RETENTION SOLUTIONS

# WCG Increases Enrollment by 34% for Major Depressive Disorder Study

### CHALLENGE

A sponsor needed support with recruitment for their major depressive disorder (MDD) study. Unable to overcome the challenges associated with the stigma surrounding MDD and the symptomatic behaviors that impair motivation to participate, a sponsor's MDD trial was not meeting its enrollment timelines.

### SOLUTION

WCG rapidly deployed study support to conduct tailored recruitment activities, which included: referral follow-up, pre-screening, scheduling assistance, and a media outreach campaign targeting potential participants and their caregivers to further accelerate enrollment. Potential participants were also provided with a direct point of contact experienced in mental health disorders to guide them through the recruitment process.

### RESULTS

WCG's dedicated team provided potential participants with a trusted point of contact at every step of the enrollment process. While time intensive, this dedication paid off. WCG successfully identified 34% of the study's total enrollments.

