

What if You Identify More Patients for Your Clinical Trials?

With WCG’s Study Advertising services, we help institutions and independent research sites find qualified patients for their clinical trials through site-based recruitment campaigns, no matter the size, indication, or target population. We will work with you to customize a patient recruitment campaign tailored to your needs and best of all, there are no out-of-pocket costs for sites to use our services.

Benefits of WCG’s Study Advertising Services



Ability to put all advertising materials through IRB and sponsor approval process



Multi-channel approach to reach your target audience at the right place and time



Established relationships with media vendors to ensure best rates

Benefits of WCG’s Study Advertising Services

1 PLAN

We perform market research specific to your site, indication, and budget.

2 DEVELOP

We create a customized patient recruitment campaign strategy.

3 CREATE

We design customized advertising materials and manage all Sponsor & IRB submissions.

4 IMPLEMENT

We handle the placement of all media tactics along with referral tracking sent to site.

5 TRACK

We provide performance metrics to your site throughout the duration of the campaign.

Real Results (# of Referrals)

156

For an OA of the knee study in San Antonio, TX

43

For a Rheumatoid Arthritis Study in Houston, TX

32

For an Atopic Dermatitis study in New York, NY

40

For a Type 2 Diabetes study in Los Angeles, CA

17

For an Alzheimer’s Disease study in Miami, FL

36

For a COPD study in Valparaiso, IN