Continuum Clinical boosts clinical trial engagement with Community Cloud

Clinical trials are essential to bringing new drugs to market, but finding willing and eligible participants is highly difficult. “Pharmaceutical companies hire us to really accelerate enrollment, since we are experts in launching wide-scale recruitment campaigns in multiple niches to find appropriate patients,” says Sean Reed, Head of Product Management at Continuum Clinical. When tasked with building trial awareness for a Sage Therapeutics drug trial involving SRSE, a rare seizure condition, Continuum decided to take a different, more proactive approach by encouraging study coordinators working on the trial to engage in an online community.

From the time a site is opened for participation in a clinical trial, and study coordinators and investigators are trained on the protocol, “it may be months until they come across an eligible patient,” says Reed. “We wanted to build a destination that they could come back to and have valuable information at their fingertips, so they can be more effective when that qualifying patient finally appears.”

With just weeks to launch, Continuum Clinical needed a solution that’s configurable and ready out of the box. “Community Cloud was a no-brainer,” says Reed. The Status Trial Community gives coordinators from hospitals and research facilities a one-stop hub to collaborate in targeted group discussions, get support from community managers at Sage and Continuum, and gain quick access to hundreds of documents they need throughout the trial, including trial marketing materials, protocol amendments, and source worksheets related to the drug. “Now, coordinators can easily connect to the tools they need without having to rely on email.”

The community not only helps study coordinators perform their jobs better, it also gives Continuum Clinical a big edge over the competition. “It really sets us apart in an industry that at times can seem super archaic because everything is just so paper-driven,” says Reed. “We came out with a tool that may seem simple but can really change the life of a busy study coordinator in such a high demand, high stress environment.”

Even greater efficiencies were gained by community managers for physicians who were routes inquiries coming in through the trial’s health care professional landing page, right into the community. “We elevated the standard community by allowing community managers to respond to physician inquiries, track status of these inquiries, and show a clear way of understanding who they are currently working with—and also hospitals they could be working with in the future,” Reed adds.

In the future, Reed and his team plan on leveraging the Force.com platform to collect and centralize analytic data from all of the campaigns Continuum runs, so clients can see how many referrals they’ve got, what the conversion of those referrals is, and how all of their clinical sites are performing—directly through the community.

“No one else in the industry is doing this,” says Reed. “The community has become a product that we include in a lot of our new business pitches and one that I don’t foresee going away anytime soon. We’re just going to continue to get better and better as we progress.”
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CHALLENGE
When tasked with recruiting Phase 3 clinical trial participants with a rare condition, Continuum Clinical knew it needed to take a different approach to building trial awareness.

Based on feedback from previous trials, it was clear that study coordinators wanted easier access to the documents they need throughout the trial.

Adding to the inefficiency, study inquiries were handled through email.

SOLUTION
Taking an off-the-beaten-path approach, Continuum’s Head of Product Management launched an online community where clinical trial study coordinators and investigators can ask questions, participate in group conversations, and access all of the resources they need throughout the trial.

Using Community Cloud’s Web-to-Case feature, routed web inquiries to the community’s case management workflow, so community managers can manage all leads in a single location.

RESULTS
Big competitive advantage for Continuum Clinical: No one else in the industry has taken this approach to clinical site engagement.

More engaged study coordinators, which may result in more successful identification of potential patients.

Easier, more efficient way for pharmaceutical companies and research organizations to manage leads and communicate with physicians and nurses from clinical sites throughout the country.

Reduced burden on study coordinators: one stop for Knowledge, support, and engagement with community managers and peers.

PRODUCTS
Community Cloud

“We had only a couple of months to be in market and wanted something that was configurable right out of the box. The community was sparked from an idea during a client meeting, and we had it up within six weeks.”

Sean Reed
Head of Product Management