

Background

EmVenio's Community Research Sites are embedded in communities that yield patients of diverse backgrounds with limited access to clinical research options. Conducting an effective trial relies on maintaining participant engagement and retention, providing information, and ensuring their comfort. Our strategy to help achieve this starts at the top of the funnel, by offering free health exams to community members. This approach allows potential participants to interact with the on-site team and presents the opportunity to identify potential participants early in the recruitment process. Through robust community engagement, online forums, recruitment partnerships, and targeted social media campaigns, we have successfully fostered widespread awareness and engagement. Leveraging our comprehensive database for pre-identification purposes has yielded multifaceted benefits, including reduced timelines, decreased screen fails, and enhancements in patient quality. Moreover, this strategic approach of data has streamlined processes and facilitated relationships and awareness within the community.

Situation

Two new dedicated Community Research Sites were identified and operationalized in new communities for a large pharmaceutical priority project supporting a weight loss study. This study aimed to help those with and without Type 2 diabetes manage weight loss by stabilizing appetite, reducing body weight, and improving blood sugar levels. EmVenio needed to recruit and retain patients of diverse backgrounds who would qualify for the study.

Solution

Utilizing EmVenio's patient database, free health screenings and community engagement, we have been successful in screening and enrolling highly qualified patients, with significant diverse patient representation. The Site Initiation Visit (SIV) took place on November 27, and the first patient randomization occurred the following day. The value of the pre-identification patient process resulted in seamless patient screening while developing deep trust and rapport with each participant throughout the study. This proactively enhances participant retention while developing a solid foundation for ongoing collaboration and study adherence throughout the trial.

Result

- 48% of initial respondents met initial study criteria in the first three and half months
- 64% represented diverse populations
- 64% of participants were identified from community outreach efforts
- EmVenio randomized the first patient on Day 1
- EmVenio Sites led enrollment
- Study enrollment speed was restricted due to IP and lab kit supply availability.
- 64% diversity among patients enrolled
- 32% enrolled are African American
- 23% enrolled are male
- 12% enrolled are Native American
- 15% enrolled are Hispanic

**Screened First
Patient on Day 1**

**64% Diversity
Among Patients
Enrolled**