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THE IMPORTANCE OF THE CRO AND SITE RELATIONSHIP AND THE RELATIONSHIP TO SUCCESSFUL STUDY OUTCOMES

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Sites and CROs have numerous opportunities throughout a clinical trial to build a strong relationship, thus leading to metrics that indicate more successful study outcomes. Site selection is pivotal to the overall outcome of the study, and the feasibility stage is a fundamental predictor of success. Providing optimal support to research sites leads to faster study start-up, increased study efficiencies, and meeting enrolment targets. Feasibility is reciprocal research sites that assess CRO responsiveness during start-up are able to address key issues as early as possible, ensuring ample support is received throughout a program. Internal process implemented at the CRO level aimed at distributing the workload more evenly among sites that leads to favourable results. For Total Clinical Trial Management, an emphasis on the CRO/Site relationship has resulted in meeting 100% of enrolment targets and an evenly dispersed site workload. Fostering open, two-way communication between investigative sites and CROs is essential in identifying key areas for improvement in the relationship. To achieve desired metrics in a study, CROs must remain cognizant of pressure faced at the site-level; creating and maintaining a mutually agreed upon site communication plan mitigates some of this pressure. A reciprocal commitment to the evolving CRO/ site relationship benefits the research community as a whole, with the end goal of effectively bringing new treatment options to patients.

Biography

Diana Foster is a recognized Expert in the intricacies of site management and an innovator in the use of strategic marketing and position tactics. She has designed and facilitated site management and patient recruitment trainings across the globe. She has addressed audiences across five continents, published multiple papers, and written five authoritative industry books, including Global Issues in Patient Recruitment and Retention. Over the past four and a half years, she has been a Consultant to the Society for Clinical Research Sites as their Vice President of Strategy and Operations, and serves as the Chief Executive Officer for Total Clinical Trial Management, a US based CRO.

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