

Are you using the **right mix of recruitment strategies?**



In today's competitive clinical trial landscape, simply reaching a large number of people isn't enough. The key to successful and timely enrollment is deploying a smart, multichannel recruitment strategy that prioritizes precision and clinical accuracy from the very beginning. An optimized approach not only finds potential patients but also effectively identifies and engages the right patients who can advance your study.

Compare the strengths and weaknesses of common recruitment methods—to help you assess whether your current mix is truly optimized to meet your enrollment goals and connect your therapy with the patients who need it most.

	Traditional media	Digital and social media	Advocacy groups	Patient registries	Site-driven	Healthcare providers (physicians)	Healthcare service providers (ie, diagnostic labs)
Overall cost	Medium/high	Low/medium	Low/medium	Medium/high	High: Staffing	Medium/high	Low/medium
Targeted outreach directly to eligible patient The method for outreach reaches highly eligible patients	Low Radio ads, print ads	Low/medium Digital display ads, search engine marketing	Medium Newsletters, emails, website	High Email, phone call, direct mail	High Direct conversation, email, and/or phone call	High Direct conversation, email, and/or phone call	High Email, phone call, or direct mail
Total patient reach volume How many people see your clinical trial message?	High	High	Low/medium	Low/medium	Low	Medium	High
Fits demographic criteria precisely How many people who see your clinical trial message fit demographic criteria?	Low	Medium	Medium/high	High	High	High	High
Fits clinical criteria precisely How many people who see your clinical trial message fit clinical criteria?	Low	Low	Medium	Medium/high Patients may provide some level of clinical history or records	High	High	High
Effectiveness in identifying eligible patients	Low	Low	Medium	Medium/high	High	High	High
Pros	High reach	Scalable, good reach, cost-effective	Engaged and motivated patients	Access to specific patient populations	High-quality, site-invested patients	Direct access to patient records, high trust	Highly targeted, based on clinical data, scalable
Cons	Poor targeting, high waste	Low clinical precision, privacy concerns	Limited reach	Can be expensive, data may be outdated	Limited patient pool, slow recruitment	Physician time is a bottleneck	Can reach only patients for whom organization has provided a service