

# How to Avoid Recruitment Failure



## Source an Actively Updated Database of Participants

Leverage an actively updated database with detailed demographic, therapeutic, and attitudinal insights—or partner with a vendor who offers one—for a more targeted approach and an added confidence in recruiting the right people for your study.



## Ensure Data Integrity and Prevent Fraud

Use vetted platforms to detect fraud, monitoring answer consistency, and verify participant authenticity through direct engagement methods like video verification to ensure only qualified respondents participate in studies.



## Leverage Geo-Location Tools for Accurate Targeting

Use advanced geo-location tools that offer real-time estimates of available participants within any defined area. Complement these tools with access to detailed and up-to-date patient profiles to ensure geographic criteria are met.



## Streamline Your Patient Recruitment Processes

Leverage pre-screened participants and integrate them directly into trial intake or screener forms. This can help deliver a high volume of qualified clinical trial leads within days rather than weeks, keeping your study ahead of schedule.

