TODAY
Need to recruit patients

Look no further.
You are here.

Specializing in Patient Outreach with a Local Focus.

LOCAL MEDIA PLACEMENT
- Traditional Advertising Placement
- Search Engine Marketing (SEM) & Online Outreach
- Social Media Advertising Placement
- Media Plan & Proposal Development Services
- Media Campaign Monitoring

ADVERTISING PRODUCTION
- Advertising Script Copywriting
- TV, Radio, Print & Online Advertising Production
- Patient Facing Printed Materials

RESPONSE TRACKING, REPORTING & HANDLING
- RADIUS365™
  - Real-time Online Response Tracking & Reporting
  - Centralized Voicemail Overflow & After Hour Call Answering
  - Referral Management
- Q-center™ Patient Phone Screening & Scheduling

DIGITAL RESPONSE FILTERING & TRACKING COMMUNICATION
- Outbound & Inbound Text Messaging
- Text Message Pre-screening

INVESTIGATOR MARKETING
- Investigator Branding & Identity Campaigns
- Investigator & Patient Registration Website Development
- Investigator Marketing & Advertising Material Development

TPRA's first clients were Investigators, so it understands the recruiting challenges faced by the Investigator. TPRA is extremely adept at exceeding enrollment goals using only the advertising funds provided by the Sponsor. With over 2,500 recruiting campaigns completed for more than 180 indications in multiple languages, TPRA has fully demonstrated that its recruiting model will generate a greater call response with a higher percentage of qualified patients at a lower cost per patient enrolled.
The Leader In Successful PATIENT RECRUITING & RETENTION

>> LOCAL MEDIA PLACEMENT

TPRA’s IN-HOUSE media placement team only places media with local media vendors. In most cases, TPRA has had relationships with vendors since 1999. TPRA goes the extra mile and places all media campaigns based upon local viewing patterns and relative costs. TPRA carefully plans all media purchases after taking into consideration budgets, anticipated response rates, enrollment deadlines, risk factors and the sites’ anticipated ability to field responses. Lastly, TPRA helps sites petition for additional media dollars and supports them with information necessary to present a positive position to their Sponsors.

>> TV, RADIO, PRINT & ONLINE CREATIVE PRODUCTION

From script copy to concept to graphic design and production, TPRA employs experienced, IN-HOUSE creative talent to produce visually appealing and highly effective recruiting and branding media outreach campaigns and/or patient facing printed materials.

>> RADIUS365™

RADIUS365™ is TPRA’s comprehensive platform for real-time response tracking, centralized voicemail and contact management of referrals. Investigators now have the ability to track and manage online all responses received from media outreach campaigns in real-time, and to see the results of any outreach campaign through RADIUS365™ online administrative reporting tools. With RADIUS365™, investigators will never need to wonder about the ROI from advertising or if they are losing call response opportunities.

>> Q-center™

Q-Center™ is TPRA’s operator-assisted phone pre-screening and scheduling service. Q-Center™’s experienced, well-trained multi-lingual operators have a complete understanding of specific indications, medical terminology, pronunciation and spelling. Continuous training and management are ongoing and nurse operators for secondary screening are also available. All pre screener and pre-qualified referral subject information is delivered to Investigators electronically through RADIUS365™.

Q-Center™ can also be used to assist in scheduling each pre-qualified referral subject for site visits. This service saves Investigators valuable time and resources, allowing them to focus on seeing and caring for patients.

>> Communication Platform

Text messaging has increasingly become a popular method of communication by potential clinical trial subjects. TPRA’s communication platform includes an extensive text messaging system that allows responders to directly communicate to a site, TPRA’s Q-center™ or a third party call center.

TPRA’s RECRUITtext™ is a multifaceted text messaging platform that can be used as an outbound tool to those in your database or as a response handling tool for media outreach campaigns. It can also be programmed to conduct pre-screening of responders prior to a call being routed to your site or call center.

TPRA’s RETAINtext™ is an appointment reminder service which allows patients to opt in to receive text messages that remind them of the date and time that their screening visits are scheduled. It can also be used to assist sites in rescheduling appointments as needed.

All response and filtering activities are tracked and reported in real-time through TPRA’s RADIUS365™ tracking, management and reporting system.

>> ONLINE PATIENT REGISTRATION WEBSITES & SEARCH ENGINE MARKETING (SEM)

TPRA’s full-featured websites include Flash video and referral registration that offer multiple methods for a website visitor to make contact with an Investigator regarding specific studies and to register for future studies. TPRA’s precise search engine marketing techniques are designed to generate additional traffic from potential qualified participants to Investigator’s websites.