When you need to find qualified patients for clinical trials, it’s easy to get lost in the process. Mapping out a direction and taking the right path is critical. That’s why The Patient Recruiting Agency™ (TPRA) is here. We are metrics driven and our focus is on the development and deployment of targeted recruiting and retention strategies and tactics on a global level. We specialize in the production and placement of customized, direct-to-patient outreach and technological solutions to support Sponsors, CROs, SMOs and Investigators. Since 1999, we’ve completed over 2,500 recruiting campaigns for more than 150 different indications in multiple languages and countries.

Think of TPRA like your very own patient recruiting and retention GPS. We’ll navigate you through the bumpy and windy roads toward successful patient recruiting and retention. We will manage the entire journey IN-HOUSE, which provides you with a single point of accountability, greater cost efficiencies, greater control of services and timelines, increased flexibility and shortened reaction time. Our solutions generate a greater response from a higher percentage of qualified patients at a lower cost per patient randomized on time and within budget. Our experience coupled with our accountability to metrics and our approach of having all major tactics performed IN-HOUSE are the reasons we are The Leader In Successful PATIENT RECRUITING & RETENTION.

Recruiting. Retention. Results.

We have completed recruiting and retention campaigns for a wide variety of study indications that have reached males and females of all ages and races, including small demographic groups such as infants and children, adolescents and teens, adults, older adults and non-English speakers.

Therapeutic Area Experience

- Analgesia/Anti-inflammatory
- Cardiovascular
- Dental
- Dermatology
- Endocrinology/Metabolism
- Healthy Volunteers
- Gastroenterology
- Immunology/Infectious Disease
- Medical Device
- Musculoskeletal/Bones & Joints
- Nephrology
- Neuroscience
- Oncology
- Ophthalmology
- Otolaryngology
- Pain Management
- Podiatry
- Psychiatric/Psychology
- Pulmonary/Respiratory
- Rheumatology
- Urology
- Vaccines
- Women’s Health
- Auto-Immune Hematology
Creative Production

Our IN-HOUSE Creative & Production Services Include:

- Content Development and Copywriting
- Study/Campaign Branding
- Graphic Design
- Site Kit Material Development & Fulfillment
- Television, Radio and Print Advertisement Production
- Pre-screening Study-Specific Website Development with Referral Submission

Our experienced IN-HOUSE creative talent is supported with the latest technological tools available to produce highly effective and affordable content development, copywriting, study/campaign branding, site kit materials as well as TV, Radio and Print advertisements. Employing an IN-HOUSE facility allows us to maintain the greatest production values within the short timelines mandated by clinical research. We understand the importance of achieving the right combination of creativity that communicates key study criteria and maintaining cost efficiency and effectiveness.

Our production services also include designing and hosting full-featured, study-specific websites. These websites include video and pre-screening questionnaires that offer multiple methods for the website visitor who passes the questionnaire to make contact with the investigative clinic.

Examples of Study/Campaign Branding, Site Kit Materials and Study-Specific Websites

Study/Campaign branding efforts, site kits and study-specific websites define a recruitment campaign’s identity and establish study awareness. Brand recognition lends study credibility and conveys study information in a clear, concise manner. Our branding efforts extend from study-specific websites and advertisements to postcards, flyers, posters, brochures and other marketing materials for patients. Our site kits assist in conveying important information to patients, such as inclusion/exclusion criteria and appointment date reminders. We understand that detailed attention to public facing content such as study branding, site kits and study-specific websites can make a huge impact on both those being recruited and on those doing the recruiting.

LEFT: Study Branding Logo Examples for various therapeutic areas

RIGHT: Fibromyalgia Study Site Kit includes Flyer, Poster, Doctor-to-Doctor Letter, Doctor-to-Patient Letter, Appointment Reminder Card, Brochure and Inclusion/Exclusion Card

BELOW: Study-Specific Website Examples
Recruiting & Retention Kit Materials

**TOP LEFT:** Low Back Pain Study Site Kit, includes Poster, Flyer, Inclusion/Exclusion Card, Brochure, Doctor-to-Patient Letter & Envelope and Appointment Reminder Card

**BOTTOM LEFT:** Dutch PE Trial Site Kit, includes Poster, Flyer, Inclusion/Exclusion Card, Brochure, Doctor-to-Patient Letter & Envelope and Appointment Reminder Card

**ABOVE:** Asthma Study Site Kit, includes Inclusion/Exclusion Card, 3” Magnetic Button, Flyers, Posters, Brochure, Appointment Reminder Card, Thank You Card and Certificate of Recognition

**RIGHT:** Spanish IBS Study Brochure
Our **IN-HOUSE** media placement team carefully plans all media purchases, taking into consideration budgets, anticipated response rates, enrollment deadlines, risk factors and the anticipated ability to handle responses. Before developing and executing the placement strategy, we research the demographic profile of the indication and perform market research in each local market to choose the medium, format, publication and programs that will yield the greatest call response. Before developing and executing the placement strategy, we research the demographic profile of the indication and perform market research in each local market to choose the medium, format, publication and programs that will yield the greatest call response.

When placing media, we opt to place all campaigns locally, based upon local viewing patterns and costs. We understand the significant impact of media expenditures on a study’s budget, so we design our media plans to ensure the impact on the budget is accompanied by a proportional impact on enrollment in the right areas. We maintain solid professional relationships with representatives of over 2,000 local, national and international media stations, which strengthen our ability to obtain more media time per dollar than most media buying firms.

Our media buying process is more extensive than buying media from media brokers or buying simple station rotators, which is a common occurrence. The exceptional results achieved through this process make the extra effort worthwhile. Every step is performed **IN-HOUSE** and we charge nothing more than the industry standard commission for media placement and we charge nothing more than the industry standard commission for media placement.

Purchasing the media at program level from the traditional means of marketing and response handling. We provide you with easy administrative access to each of our features in one online location, and you are able to view all data in real-time.

Our **Communication Platform** features three communication tools, and each tool is available with an imbedded response filtering system so that you will be able to expand your patient recruiting beyond the traditional means of marketing and response handling. We provide you with easy administrative access to each of our features in one online location, and you are able to view all data in real-time.

**Communication Platform Tools & Features:**

**Text Messaging:** We offer this service on both an incoming and outgoing basis, and you also have the option of using our text-based filtering service to pre-screen potential patients.

Try our demo. Text “demo” to 512-843-0444.

**QR Code™ Marketing:** Using a mobile QR Code™ application on their smart phone, those viewing your ads will scan an image of the QR Code™ and be sent directly to the filtering system formatted for their mobile device. We also provide an ad tracking feature through the use of special variables in the URL of the QR Code™.

Take a picture of this QR Code™ and you will be sent directly to a demo of our mobile-specific filtering system.

**Study-specific Facebook Pages:** We can incorporate our response filtering service within Facebook pages. Study-specific information and videos can be included within the page as well.

Follow the link above and you will be taken to a demo version of our filtering service within a Facebook page.

**Administrative Access Point:** We provide an administrative access point of our Communication Platform that includes all data in real-time.

View a demo of our administrative access point by clicking on the link above.

**Study Document Exchange Portal**

Our easy-to-use portal allows you to share documents with the entire study team. You and your team can upload and download study-related documents to be accessed in one secure location.

**Features:**

- Email notification when new documents are received
- Customizable file structure for uploading and downloading documents
- All uploading and downloading activity is recorded
- Readily available links to our other systems
- Options to brand the system
- Validated system in compliance with 21 CFR Part 11
- Document encryption in transit and at rest
- Offsite backup
Our technology platform, RADIUS365™, is the clinical research industry’s most powerful and comprehensive online platform of services and technologies for tracking, managing and reporting all recruiting efforts from the first call attempt to the last clinic visit.

Our RADIUS365™ platform is comprised of two individual systems specifically tailored for Sponsors and CROs, RADIUS365FLEX™ and our Retention and Enrollment Tracking System. We also have two systems designed for use by Investigators, RADIUS365™ and RADIUS365+™.

The Following Features Are Included:

- Real-time telephone and website response tracking and reporting
- Centralized call routing and phone filtration attendants
- Web-based referral delivery and contact management system
- System Portals for Investigators to manage their response, referral, enrollment and retention activities
- Real-time tracking and reporting of site activities

With RADIUS365™, call and web responses are tracked and reported in real-time by market, by medium and by site. Site activity is recorded as sites use RADIUS365™ to access and manage all patient outreach responses and referrals. Depending upon the system used, this information is transmitted in a report in real-time to the Sponsor, CRO and/or any other study management group.

The power of RADIUS365™ derives from its ability to simultaneously increase sites’ effectiveness in working with responses and referrals while facilitating electronic reporting of their activity without the cost, time and intrusion of manually collecting data. The benefits that flow from this convergence are tremendous and include supportive and more productive site staff, greater accountability of cost, time and intrusion of manually collecting data. The benefits that flow from this convergence include supportive and more productive site staff, greater accountability of study costs, time and intrusion of manually collecting data.

CROs have the ability to determine how they would like responses tracked and managed, and to what degree they would like to use our services in their recruitment and retention efforts.

Retention & Enrollment Tracking System:

This multifunctional and intuitive system is designed to increase retention and decrease out-of-window clinic visits, while providing accurate and up-to-date enrollment statistics. In general, this system tracks enrollment, replacing manual tracking by the sites. In addition, the system calculates visit windows and provides notifications and alarms when a subject is at risk of missing a visit. Most importantly, the system provides appointment reminders by automated phone call to maintain the highest level of retention possible.

Study-Specific Voicemail Back-up System Advantages:

- Provides study or research-specific voicemail greetings
- Provides unlimited line capacity, which means no more busy signals
- Results in a higher rate of messages left and a lower rate of lost messages
- Maximizes Investigator’s call handling resources
- Overflow call answering
- After hours call handling

RADIUS365™ is our comprehensive system for real-time response tracking, study-specific voicemail back-up system and contact management of referrals. Investigators have the ability to track and manage all responses received from advertising in real-time and administrative reporting tools allow Investigators to immediately see the results of any campaign.

RADIUS365FLEX™ provides real-time call and web response tracking and reporting of precise ROI from all outreach mediums, whether the calls are routed to the Investigator or to a call pre-screening center. Additionally, all call handling metrics and responsiveness to voicemails are tracked and reported. The flexible nature of this system allows for the specific needs of each site to be met and each configuration is tailored to each site’s needs. Sites, Sponsors and CROs have the ability to determine how they would like responses tracked and managed, and to what degree they would like to use our services in their recruitment and retention efforts.

Response and Referral Tracking, Management and Reporting System for Investigators

RADIUS365™ includes all of the features of RADIUS365FLEX™, but with the added benefit of a powerful, yet easy-to-use registration database for keeping track of and retrieving leads for future studies. The database includes a search feature where suitable study candidates are located for assignment to the Contact Management feature for easy tracking and management through the pre-screening and screening processes.
Q-center™ is our pre-screening and scheduling service for Sponsors, CROs, SMOs and Investigators. These dynamic services offer a cost-effective and time-efficient alternative by eliminating the burden of call answering, pre-screening, scheduling and making appointment reminders. This will help maximize your ROI from all recruiting efforts.

Q-center™ Features:

- Experienced, well trained multilingual operators
- Complete understanding of specific indications, medical terminology, pronunciation and spelling
- Nurse operators offer a medical background for complex patient/provider communication
- High manager-to-agent ratio ensures proper handling of every call

Customized Program Training & Management:

- Therapeutic and indication-specific training
- Continuous training and management to ensure excellence with every call
- Dedicated management and lead team assignment

Our Q-center™ Patient Phone Screening service provides inbound phone screenings of all respondents from patient outreach efforts, outbound phone screening of all patients from Investigator databases or other third party databases, secondary pre-screening by certified nurses, warm call transferring of pre-qualified caller directly to the investigator, as well as patient appointment scheduling, tracking and management. Data from our Q-center™ is integrated into RADIUS365™ for full real-time reporting.

Services include:

- Pre-screening services for single site Investigators or centralized recruiting campaigns
- Real-time online referral delivery
- Fully compliant protection of responders’ private health and contact information
- Primary or secondary study-specific pre-screening with certified nurses
- Flexible, customizable services and features that include:
  - Operating hours customized for maximum call handling effort
  - Warm transfer of pre-qualified subjects directly to site coordinators
  - Patient appointment reminders
  - Opt-in data-basing for future trial recruiting efforts
- Phone and website pre-screening script development
- Real-time online referral delivery
- Pre-visit instruction calls
- Medication and diary reminders

Learn more at Q-centerHealth.com

QUALITY PRE-SCREENING. TRANSPARENT REPORTING. ACCOUNTABLE RESULTS.

QR Code™ is a registered trademark of DENSO WAVE INCORPORATED.
Any successful journey requires a well-planned route and strong leadership. Similarly, a successful patient recruiting and retention campaign requires the right strategy supported by the right tactics executed by a strong, experienced and cohesive team. With TPRA you can trust that these requirements are satisfied and feel confident that your journey will end successfully.

You are here for a reason...SUCCESS!