

# Site Patient Recruitment Specialist: Is Your Site Ready to Enhance Recruitment and Enrollment Success?

**Location: Nemours Home Office, 10140 Centurion Parkway North Jacksonville, Florida 32256 in the Butler/Southside/Deerwood Park area.**

**\*\*Please check in at the front desk where you will receive a visitor's badge and be directed to the meeting room on the first floor. Please arrive 15 minutes prior to the start of the webinar to check in and grab food. Lunch will be provided. \*\*\*\***

**Date: February 15<sup>th</sup> from 12:00pm – 1:30pm EST [Please arrive 15 min early to grab complementary lunch provided by your local chapter. The Webinar will start promptly at noon.]**

**Contact Hours:** CME, CBRN, ACRP Earn 1.5 contact hours (chapter approval pending)

*To receive contact hours: go to your "My Tests, Evaluations, and Certificates" (TEC) record on the ACRP website and complete the evaluation between 10-30 days following the event.*

## Course Description

While sponsors can provide support at the study-level, only sites can address the site-specific considerations.

In this session, we propose a three-part presentation focused on sites and elevating their understanding, skills and aptitude, so that they can enhance their recruitment and enrollment success.

- Part 1 will focus on the need and value of recruitment, which will build the support required to improve a site's best practices for the notion that recruitment is not a 'nice to have' but an essential component.
- Part 2 of the session will focus on defining the characteristics of the site recruitment specialist. What are the core competencies, knowledge, skills and abilities essential for a successful recruiter?
- Part 3 of the session will focus on helping sites lead conversations with internal and sponsor reps on the issues of recruitment and enrollment.

Through case studies and illustrative documents, the panel will showcase hiring profiles and job descriptions, present a training curriculum that will lead to the development of greater competency in this area, and position the site and the clinical trial for success.

Teaching tools will include handouts, polling questions, and a live Q&A session.

## Learning Objectives

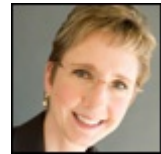
Upon completion of this webinar, attendees should be able to:

1. Discuss the need and value for sites to drive recruitment planning and enrollment management.

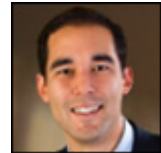
2. Define the role and responsibilities of recruitment specialists and their effect on the formalization of patient recruitment processes at sites.
3. Discuss how and why two-way recruitment conversations should occur between sites and sponsors prior to study start-up to ensure recruitment success.

### **Meet Your Presenters**

*Beth Harper, MBA*, is co-founder of Centerphase Solutions, a clinical research consulting firm specializing in enrollment and site performance management and facilitating productive sponsor-site relationships, and former President of Clinical Performance Partners, Inc. She is also the author of over 20 published articles and currently an Adjunct Assistant Professor at George Washington University School of Medicine.



*Matthew Lester, MBA, MHA*, is a Managing Director in the Clinical Research Practice of Huron Consulting Group. His primary area of focus is on research management issues, in particular, the operations and financial management of clinical research. His recent experience focuses on the design of a trial management organization serving an integrated health system with over 12 hospitals. Matthew has also assisted organizations with organizational design, strategic planning for new research institutes, and operational improvements in clinical research management.



*Charles Rathmann* is the Director of the Recruitment Enhancement Core (REC) at Washington University School of Medicine, in the ICTS Regulatory Support Center. The REC was developed to help principal investigators and clinical coordinators maximize recruitment and enrollment of clinical trial participants for their ongoing research portfolios. Before coming to Washington University, Charles spent 9 years as a Senior Therapeutic Specialty Representative for the Neuroscience Division of Pfizer Pharmaceuticals. His success in his former sales and marketing role has been the backbone for the creation and implementation of the REC.

