

Use Case

Clinical Trial Recruiting Presents Unique Opportunity for Pharmacy Chain

Pharmacy Monetizes Its Data to Support
Phase III COVID-19 Vaccine Studies



July 2023

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Because of their skill set, pharmacists often contribute to the entire clinical trial process, from planning the trial to production, packaging, labeling, and supply of the medicine to clinical researchers, through to the monitoring and reporting of complex studies. And, because of their rich repository of healthcare data and trusted relationships with patients, pharmacies can play a vital role in clinical trial recruitment.

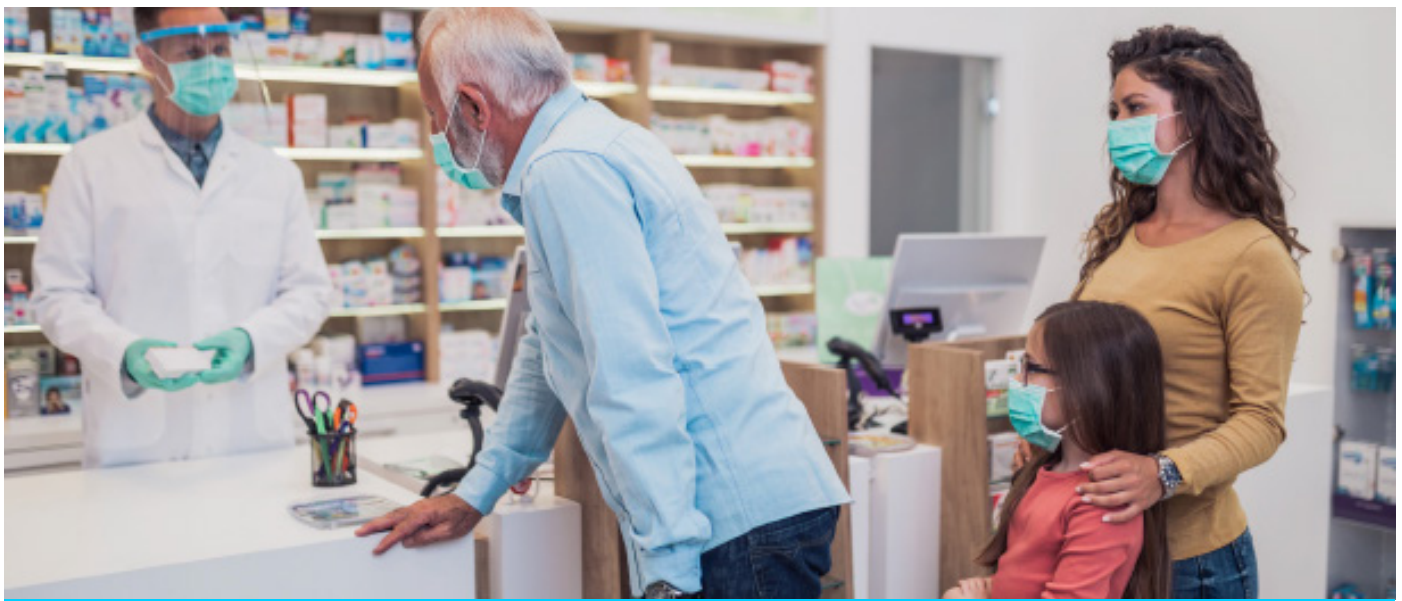
Putting Its Mission Statement Into Action

Beyond simply dispensing medications, a major US retail pharmacy chain's mission is to provide its customers with access to the best available healthcare services. In the midst of the coronavirus pandemic, the company realized it could broaden this policy, putting it into practice by recruiting for COVID-19 vaccine trials.

While the company has strong connections within the pharmaceutical industry, trial recruitment is certainly not its main focus. That is why the pharmacy joined Citeline Connect, an industry-first patient referral collective that brings together study sponsors and recruitment partners.

Citeline Connect enabled the company to be an active recruiting partner, with minimum effort, thanks to:

- Clearly defined inclusion/exclusion criteria
- Embeddable prescreening questionnaires
- IRB-approved promotional assets
- No RFP required



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Dual Benefits: Revenue and Reputation

For its role in recruiting for two pivotal Phase III COVID-19 vaccine trials, the pharmacy chain realized over **\$2 million in revenue from its referrals, each in about just 30 days of outreach.**

Linking to Citeline Connect's IRB-approved landing pages, the company simply promoted the clinical trials in a series of targeted customer emails. The emails linked to trial-specific landing page including digital prescreening questionnaires and back-end technology to seamlessly hand over qualified referrals to the appropriate trial site. Thanks to Citeline Connect's referral tracking technology and IRT-verification process, credit for referrals and randomizations was managed automatically.

Through Citeline Connect, the pharmacy chain was compensated for leveraging its existing customer relationships and rich patient data. What's more, it carried out its corporate mission, providing its patient community with access to potentially life-saving treatments. Both the company and its customers were able to play a monumental part in the accelerated effort to develop historic COVID-19 vaccines.



You can play a pivotal role in accelerating clinical trials and helping to bring life changing medical treatments to market.

Learn how your pharmacy can leverage its trusted customer network to refer participants to enrolling clinical trials with Citeline Connect.

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