

# Patient Experience

Identification, Enrollment, & Retention

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# Identification/Enrollment

Where are the subjects, and do they qualify?

## Early Feasibility

- Many questions (unknown)
- Specific/smaller patient population
- Stringent I/E
- Knowledge of referring (Specialty)
- New science with limited data
- Little to no patient education provided
- Fear of “First in Human”
- Screening to screen
- Extra testing
- More “upfront” work
- Multiple amendments.

## Pivotal

- I/E criteria fine tuned
- More information, more data, easier to explain to potential subject.
- Referring has probably heard about trial/technology = potential increased referrals
- More information = easier to market
- More marketing tools and patient education
- Less vigorous screening process

# Retention

How do we keep them coming back?

## Early Feasibility/Pivotal

- Length of follow up
- Age of subject
- Comorbidities
- Distance from main site
- SOC vs Research