propharma

CASE STUDY

Supporting a pharmaceutical sponsor with site support and decentralized clinical trial services

In the evolving landscape of clinical research, pharmaceutical companies are increasingly adopting hybrid and decentralized clinical trial (DCT) strategies to enhance patient recruitment, engagement, and trial efficiency. One pharmaceutical sponsor, focused on advancing therapies in obesity and endocrine disorders, approached ProPharma with an initial need for site support for an obesity trial. Through collaborative discussions, this partnership expanded to include a broader strategy for providing DCT services across the sponsor's entire endocrine portfolio. This case study highlights the challenges identified, the tailored solutions implemented, and the impactful results achieved through the ProPharma and sponsor partnership.

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Challenge

The pharmaceutical sponsor faced several operational and strategic hurdles:

- An urgent need for Research Associates, Clinical Research Coordinators, and data entry resources to quickly support sites involved in an obesity trial.
- A need for strategic guidance and operational support to optimize site engagement within the Functional Service Provider (FSP) model.
- A requirement for DCT services to support clinical trials across the sponsor's endocrine portfolio.

Solution

ProPharma collaborated closely with the sponsor to design and implement a comprehensive support strategy encompassing both FSP Site Support and DCT services. Key elements of the solution included:

- ProPharma proposed a cost-effective and scalable resourcing solution to rapidly deploy dedicated resources for site support.
- Together, ProPharma and the sponsor aligned on the required level of site support per site, building a flexible resource plan to scale as needed.
- ProPharma developed a DCT strategy to enhance patient recruitment and retention by engaging patients at community events and consenting them to a 5-year registry, supporting both current and future trials.

Results

The collaborative approach between ProPharma and the sponsor delivered measurable outcomes:

- ProPharma hired and onboarded 15 dedicated site support resources within a 6-month timeframe.
- A Site Study Lead role was introduced, providing a preferred leadership structure to oversee site activities and foster strong relationships between sponsor leadership and site teams.
- ProPharma's DCT leader and team actively supported multiple US-based community events, driving patient engagement and recruitment.
- With the success of the US-based efforts, the DCT team is now preparing to expand its support internationally.

> **"Functional Service Provision built with oversight & proper management"**

Conclusion

Through strategic collaboration, ProPharma enabled the sponsor to overcome critical staffing and site engagement challenges, while simultaneously helping to establish a long-term DCT framework to support its endocrine portfolio. This partnership not only improved operational efficiency for immediate trials but also laid the foundation for innovative patient recruitment approaches that will scale globally in the future. By combining flexible resourcing, proactive site engagement, and community-centered DCT strategies, ProPharma delivered both immediate and sustainable value to the sponsor's clinical development program.

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