

Finding eligible patients at the top of the funnel

Breast cancer recruitment success for oncology clinical trial



Evernorth® Health Services, collaborating with a contract research organization (CRO), implemented a direct-to-patient communications program for breast cancer clinical research in support of a pharmaceutical sponsor. More than 6,700 patients were identified for contact.

Key insights



Value: Medical and prescription data combined with demographic and geographic information is **highly valuable** in engaging a large volume of qualified candidates for screening.



Powerful analytics: Representation in every U.S. state creates patient cohorts that reflect population data for more **inclusive clinical research**.



High screen pass rates: **42% of participants** recruited from Evernorth passed screening and were referred for study enrollment. Recruitment communications from a trusted source were sent to a pre-screened population who responded to the call to action.



Expedited timelines: Evernorth's participation in the enrollment process was completed in **less than 2 months from the first outreach**.

Evernorth is on a mission to make clinical research more inclusive, improving access to enhanced care options for all.



Visit [Evernorth Clinical Trial Solutions](#) or contact EvernorthCTS@evernorth.com for more information.

Direct recruitment of a large volume of pre-screened patients led to high qualification rates

NEED

Recruit female patients (age 18 or older) with breast cancer who meet study inclusion/exclusion criteria and are representative of the U.S. population

APPROACH

6,700 unique patients received a series of 3 mailings with embedded QR codes directing them to the CRO website

INITIAL RESULTS

5.6% (378 patients) answered the call to action and were further screened by the CRO

PROGRAM SUCCESS

2.4% (160 patients) passed screening and continued to the next step for enrollment in the study