

# 7 QUICK TIPS FOR BETTER SITE ENGAGEMENT

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an IQVIA company





## 1. ENGAGE FROM THE START WITH TRAINING

Energizing and motivating sites first starts with the training that you employ. Thus, make your first shot count by taking a mixed-media approach that seeks to keep investigators looking at the screen while learning the nuances of your trial.

*"In our experience, the best feedback we've observed comes from sites who thought that sponsors' training, if you can believe it, was actually... fun. At DrugDev, we've seen sponsors employ an engaging mix of video, sound, animated slides, and in some cases even games. These types of training were not only engaging, but also extremely informative. They took the time to explain the 'how and why' for each decision the sponsor made, including showing the reasoning for each of the different protocols that sponsors developed."*

– Lesley Freese, Senior Manager Operations

## 2. TARGET YOUR COMMUNICATIONS

An easy way to quickly tank sites' trust in you is to inundate them with communications that are irrelevant. Make sure to target any communications on study information, instructions, clarifications, etc. to only the roles/individuals who are impacted. Investigators and coordinators don't want to spend their days sifting through messages to find relevant trial information. And, targeting communications helps ensure that sites listen when you have something to say.

*"They took the time to explain the 'how and why'"*





## 3. POSITIVE CALL OUTS

Everyone likes to feel good. Happy and motivated investigators are more likely to keep up the good work. Thus, using Site Engagement's ability to communicate to entire sites, teams, or networks (that's right, in this instance, less targeting may be better) can be quite effective when you're highlighting the hard work of your sites and investigators.

*"If a sponsor sends in a question, comment, or concern that leads to a study clarification, FAQ update, or other gain, thank them publicly or privately within the platform to let them know you're appreciative and that their work is appreciated."*

– Dani Darasz, Director of Professional Services

## 4. REMIND SITES THAT THEY'RE A PART OF A COMMUNITY

Sites and investigators are often in clinical trials to be at the forefront of research and to help develop new treatments. Again, this is a time to communicate to the entire network by using the tool to highlight feel good stories, information on the therapy, interviews, videos, and highlights from other sites.

"Posting best practices from other sites, educational interviews from other site staff, and tours of other site facilities and practices is a great way to spark imaginations and remind sites that they're all connected and working towards a common goal."

– Lesley Freese, Senior Manager Operations

**Want to learn more?**

Watch the webinar this article is based on at [www.drugdev.com](http://www.drugdev.com)

## 5. USE "GAMIFICATION" TO CREATE ENGAGEMENT

Don't be afraid to add more "fun" to the mix. Badges and leaderboards have been proven to work in increasing morale at sites and recognizing investigators for their hard work.

*"Sponsors and CROs have been creative with badges, running challenges focused on data management or other trial goals. In one example, sites received a badge worth 100 points for having no data queries open after 15 days. At the end of the challenge, a donation was made to a charity of the winning site's choice in their name. This was one of the more enjoyable methods of ensuring the sponsors received clean trial data."*

– Dani Darasz, Director of Professional Services

## 6. USE METRICS TO REVISE YOUR TRIAL INFORMATION

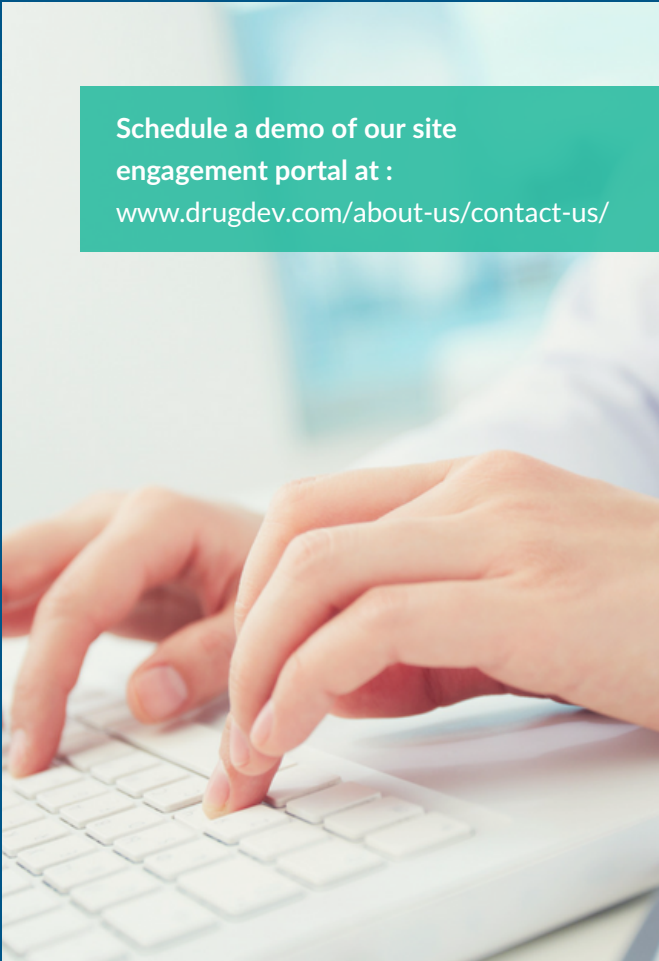
Any site engagement tool worth its salt provides its sponsor-side users with metrics. Be sure to review these metrics regularly to see which items are most viewed, questioned, etc. From there, see what can be done with the information. For instance, we've seen sponsors identify which "FAQ" questions/answers need updates or clarifications based on the amount of views the question received, or the amount of additional questions sites asked regarding the topic.

## 7. EVERYONE EXPECTS SEARCH

These days, users expect interfaces to be simplistic and easy to navigate. This expectation comes hand in hand with searchability. Make sure to put a search function front and center, and that every part of the platform is searchable.

*"Make sure the site engagement platform you use can index all documents in its search feature. DrugDev Spark, for example, indexes the text of all news posts, PDF study documents, FAQs, training modules, etc. to provide Google-like search results the instant sites need them."*

– Dani Darasz, Director of Professional Services



Schedule a demo of our site engagement portal at :  
[www.drugdev.com/about-us/contact-us/](http://www.drugdev.com/about-us/contact-us/)