DrugDev
an IQVIA company

SITE ENGAGEMENT TECHNOLOGY

Keep Your Trial Top of Mind

It's easy to keep sites engaged three days after the IM – but how engaged will they be three weeks, three months or even three years later? DrugDev's site engagement technology keeps sites engaged for good, creating an energized site community that fosters friendly competition, motivates sites, and rewards success to keep sites focused on key goals. With DrugDev, sponsors can be sure that their study is every coordinator's favorite trial.

OUR METHODS TO KEEP SITES ENERGIZED

STUDY NEWS & COMMUNITY UPDATES	ACHIEVEMENT BADGES	LEADERBOARDS
Engagement metrics tracking	Creates pride in achieving milestone goals	Inspires sites to climb the leaderboards
Integrated with direct email	Recognizes success	Versus other sites in country
Targeted distribution	Supports challenges and campaigns	Versus global leaders
Fully searchable archives	Often printed and posted in site offices	Reviewed consistently by PIs
Video interviews with medical leaders		Integrates with EDC & IVRS
Promotes education & learning		Uses performance metrics

PROVEN INDUSTRY EXPERIENCE

- 9 out of the Top 10 pharmas and 4 out of the Top 5 CROs
- 8+ years of experience
- 35 clients
- 206 trials
- 5,200 client users
- 32,400 site users

EYES ON THE PRIZE

AWARENESS AND TEAM BUILDING

DrugDev technology reminds site teams of the greater good through activities such as dressing up for healthcare awareness, engaging in social media causes, and donating to charities on behalf of sites.

MAKING WORK EASIER

DOCUMENT EXCHANGE

Document exchange is one of sites' biggest pet peeves. DrugDev Spark keeps them happy by managing documents on their behalf with...

- A single secure repository of all study documents
- Dynamic SMART distribution and sharing
- Full-text searchable (including PDFs)
- Flexible permissions and folder structure
- Robust metric tracking

VISIT GUIDES

DrugDev technology provides standardized visit guides that...

- Enable fewer protocol deviations
- Provide visual representation of the protocol
- Offer calculators and scheduling tools

SUPPORT TOOLS

DrugDev technology offers support tools like...

- Interactive directories of study contacts
- Educational and searchable FAQs
- Helpful links to other clinical systems

THE 30-DAY CHALLENGE

THE CHALLENGE

Slow enrollment after initial surge with concerns over upcoming year-end holidays.

THE SOLUTION

News and Email Blasts - Regular communication kept trial top of mind at sites

Badging – Rewarded milestone enrollment achievements by sites

Leaderboard – Encouraged friendly competition among peers

THE RESULTS

Increased enrollment 3x during two 30-day challenges using DrugDev to meet goals after a worrisome slow start.

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