Welcome to the Quintiles Digital Patient recruitment campaign for your study!

Quintiles invites you to participate in a digital patient recruitment campaign for your study. Let us tell you a little bit about the campaign, how you can participate, and what campaign participation involves.

The Quintiles Digital Patient Unit has the ability to reach out to our membership of 3 million patients who are interested in participating in clinical trials. We’re here to help you be successful!
You may be wondering, “What exactly is a digital patient recruitment campaign?”

A Quintiles Digital Patient recruitment campaign typically starts with outreach to Quintiles’ nearly 3 million patients who are willing and interested to participate in clinical research. Beyond Quintiles’ industry-leading patient community, it may also include email messaging, trial postings on various websites, social media outreach, banner advertising, and search engine keyword search results.

Next, you might say, “Okay, this sounds interesting. How will a digital patient recruitment campaign generate pre-qualified patient referrals for my site?”

The goal of a digital patient recruitment campaign is to bring awareness to your study by making it highly visible to patients who are looking for healthcare information on the internet. The messages are geographically targeted to people living in close proximity to participating study sites. The information provided steers people to a study specific website. The study website includes general clinical research information and details about this particular study.
The website also includes a call to action inviting those interested to complete a brief online questionnaire to find out if they qualify. In order to qualify, the person must pass the online questionnaire and agree to have their contact information forwarded to a local study site. This ensures you will receive only highly qualified referrals.

What happens after a person pre-qualifies for the study and is closest to my study site?

Your site will be notified via email whenever your site receives a pre-qualified referral. This email will include the patient’s contact information. The best part is that there are no user names or passwords to remember!
How does my site participate?

**STEP 1**

Simply complete the online opt-in form emailed to your site to participate in the Quintiles Digital Patient recruitment campaign.

What are my responsibilities?

To maximize patient response, our research confirms that it is critical to contact the patient within the first 24 to 48 hours of receiving the email notification. Please attempt to contact the patient at different times during the day and continue even after the first 48 hours. Keeping us current on your referral progress is easy! You will receive a weekly email requesting updates. You will be shown a list of your open referrals and then just click on the appropriate status choices.
**STEP 2**
A patient passes the online pre-screening questionnaire

**STEP 3**
Your site receives a referral email with patient contact information
STEP 4
Your site contacts the patient

STEP 5
Your site receives weekly status email request for updates on patient’s referral status
It’s that easy! More patients are given the opportunity to participate, so you will enroll more patients. Simply complete the online opt-in form emailed to your site to participate.

We wish you great success with the digital patient recruitment campaign and hope to send many pre-qualified patient referrals your way.