

Sanofi Enrolls 21% More Patients with StudyTeam

Sanofi's Mission

Make clinical development more efficient—save time and reduce cost through every part of the clinical trials process, including design, data collection, and operations.

The Challenge

Every stakeholder in clinical trials uses digital tools to track information, but these systems often don't talk to each other. Consequently, sponsors have limited visibility into site workflows. This lack of visibility afflicts the recruitment and enrollment process, where sites source potential candidates from internal databases, chart reviews, personal interactions, and patient referrals. As sites track progress internally and reach out to patients, sponsors get limited information along the way.

Before using StudyTeam, Sanofi requested periodic updates through a template with everything they wanted to know. This process involved a trial monitor reaching out to each site through email and phone calls, which added work for sites. Sites were responsible for both patient recruitment and reporting on recruitment. The cumbersome manual reporting process took time away from patient care and didn't help sites reach recruitment goals.



“With StudyTeam we saw measurable impacts on both enrollment time and costs, while making our sites happy.”

- Laura Kling, Director, Digital Innovation, Sanofi

Sanofi recognized that the process was not optimal and identified problems in the enrollment process: information silos, asynchronous communication, and extra reporting for sites. Having sites report manually on patient enrollment reduced efficiency, limited the information Sanofi received to outputs rather than visibility into the enrollment process, and left errors and gaps in the full picture of enrollment. Sanofi sought a mutually beneficial solution—they wanted to see sites' workflows during the enrollment process while making the whole process easier for sites.

The Solution

When designing StudyTeam, Reify Health examined how technology was applied in other industries to make two-way communication easier. For clinical trials, communication happens between a many-to-many, two-sided network: sponsors and sites. StudyTeam brings these two stakeholders onto a common platform and embeds technology into the way they work together, just like the many platforms people use to reserve a table for dinner, book flights, or order grocery deliveries.

Excel spreadsheets and site-specific systems are siloed from sponsors and create more work for sites, so Sanofi decided to leverage StudyTeam. The platform helps sites do their work and brings sites' workflows online for sponsors to see. Sponsors also upload protocols directly into StudyTeam so sites have everything they need.

This approach dramatically reduces the effort required for sites to share the information Sanofi needs. Deploying StudyTeam reduces site burden, which means Sanofi doesn't force new technology on sites that don't want to use it. Not every site wants to use StudyTeam—sites maintain the ability to choose what technology they use. The vast majority choose to use StudyTeam because it saves time.

Results

Sanofi treated the use of StudyTeam as an experiment in the beginning, measuring success by how useful StudyTeam was for sites and for Sanofi. StudyTeam exceeded expectations on both measures.

Sanofi's sites loved the new workflow and have adopted it broadly:

84%

of sites chose to use StudyTeam

over other tools for managing recruitment and enrollment

99%

of sites chose to use StudyTeam

for one Sanofi trial choose to use it again for additional Sanofi trials

53%

of sites chose to use StudyTeam

for Sanofi trials use it again for trials with other sponsors

21%

more patients enrolled per site, per month for sites using StudyTeam

Sites are

14%

less likely to be zero-enroller

*Data is from seven Sanofi trials across 465 sites

**StudyTeam can report on 100% of sites through data integration

***Data collected from multiple trials, multiple therapeutic areas, and multiple continents

Hear what Sanofi's sites have to say about StudyTeam:



"This system is fantastic! I wish every sponsor used it; it would be very helpful for every single protocol we have."

— Diana Soares

Research coordinator,
Hospital Infante Dom Pedro (Portugal)



"This system is amazing. Before StudyTeam, I'd track my patients on post-its that I'd stick on my computer. Those are so easy to lose and you can't take them out of the office. I like starting my day with a cup of coffee and checking StudyTeam."

— Research coordinator

US-based site (Pennsylvania)