

# MEDOK telemedicine in Clinical Trial

**MEDOK telemedicine** is the leading provider of patient management solutions using online and mobile technologies for use in clinical studies and healthcare programs.

**MEDOK telemedicine** solutions capitalize upon global cell phone and internet usage to enhance patient recruitment, improve patient retention and compliance, and to facilitate engagement with patients and consumers.

## **The Problem**

The statistics show that 80% of clinical trials fail to meet their recruitment targets. Slow recruitment (and poor patient retention) is the major reason for the early termination of clinical trials.

Studies now require increasing numbers of patients to satisfy regulatory, scientific and marketing requirements and the cost of ineffectual campaigns can be significant, causing expensive delays in regulatory approval and market launch.

Enhancing recruitment for clinical trials allows sponsor companies to reduce time to database lock and ultimately to bring new drugs to market faster.

## **Our Solution**

**Finding good quality patients and volunteers for clinical trials is a continuing challenge**

**MEDOK telemedicine Recruitment solutions help you find the patients or volunteers, get them to respond quickly, pre-screen them; and direct the right ones into your study - cheaper and faster than you are able to now.**

## **The Benefits**

- Our simple and cost effective solution reduces recruitment timelines by significantly improving candidate response rates and First Office Visit rates.
- Simple to set up and maintain across multiple countries and languages.
- Sites and countries can easily be added / removed from the system when required by the study.
- Reporting on the volume of respondents.
- Increases the number of eligible patients and reduces the cost of screen failures.
- Provides rapid candidate responses.
- Increases response rates over traditional patient recruitment methods by 20-30%.

[www.cardiobg.com](http://www.cardiobg.com)

**MEDOK telemedicine is a product of Quintessence BG Ltd., Bulgaria**