

How to choose the right patient recruitment vendor

A sponsor's guide to spotting green and red flags before committing



Red and green flags in patient recruitment: What every sponsor should be aware of

Bad recruitment partners over promise and under deliver

Selecting the right patient recruitment partner can make or break your trial's timelines. A poor choice can lead to delays, budget break ups, regulatory drama and patient mistrust. Here's how to recognize the red flags early to protect your study from a bad relationship.

5 red flags to watch when selecting a partner

1

Too-good-to-be-true promises



Red flag vendors: *"We can achieve 1,000 randomizations in 2 weeks."*



Clariness: *"Based on our feasibility assessment, here's a realistic forecast and plan."*

Red flag: Unrealistic enrollment numbers or timelines with little to no supporting data.

Why it matters: Low referral-to-consent rates and overpromising often leads to under-delivery, site frustration and prolonged trial timelines.

What to look for instead: Data-backed funnels, referencing a history of performing in the same indication, or a similar patient audience, with a clear roadmap and strategy.

2

Opaque processes & poor data transparency



Red flag vendors: *"Trust us, recruitment is going fine."*



Clariness: *"Here's access to our sponsor portal, where you can monitor enrollment 24/7. You'll also receive weekly reports."*

Red flag: Generic reporting with little detail, missing metrics or no dashboard access.

Why it matters: Without clear, granular data - sponsors are effectively flying blind. They can't track ROI, identify issues early, or make informed decisions.

What to look for instead: Live dashboards, scheduled performance reports, and clear data ownership - including funnel performance by channel, site and country, as well as actual vs. planned enrollment numbers.

3

Transactional, not patient-centric



Red flag vendors: Quantity over quality.



Clariness: Patients who are informed, qualified and supported throughout the trial journey via our in-house Enrollment Success Team.

Red flag: Focused only on lead volume, not on patient experience, qualification or retention.

Why it matters: Low-quality referrals lead to high screen fail rates, early dropouts and site tire of working with the vendor, which eventually leads to opting out.

What to look for instead: Patient-centric messaging, thorough pre-screening and retention strategies built into the plan to keep patients engaged throughout the trial.

4

Poor site relationships



Red flag vendors: Referrals dumped on sites without context or supporting info.



Clariness: Sites trained and receive pre-screened referrals aligned to site capacity.

Red flag: Sites report confusion, lack of coordination or increased workload due to the vendor's approach.

Why it matters: Sites are the heart of clinical trials. If they don't trust or like your recruitment partner, enrollment will stall.

What to look for instead: Transparent and consistent site communication, thorough training on tools and processes, and ongoing alignment to ensure the vendor supports rather than burdens site teams.

5

Can't demonstrate therapeutic area experience



Red flag vendors: *"We recruit patients across all studies - it's no problem."*



Clariness: *"Proven experience across 175+ indications, with case studies and data of successful enrollment for your therapeutic area(s)."*

Red flag: Vague claims about therapeutic knowledge, no specialized staff and/or inconsistent results in specific disease areas.

Why it matters: Without proven therapeutic expertise, recruitment strategies may miss key patient populations, leading to delays and lower enrollment quality.

What to look for instead: Teams with documented experience in your therapeutic area(s), historical success in similar trials and tailored recruitment strategies.

The bottom line

Just like dating, a recruitment company should be a trusted partner, not a risk factor. If any of these red flags appear during your vendor selection process:

- **Pause. Ask questions**
- **Don't be swayed by speed or low cost alone**
- **Prioritize compliance, transparency and patient focus**

Pro tip:

Before signing with any recruitment partner, conduct a due diligence audit:

- **Request case studies and performance metrics**
- **Speak directly with previous sponsors or site clients, ask for testimonials**
- **Ask to see their onboarding, communication and retention workflows**



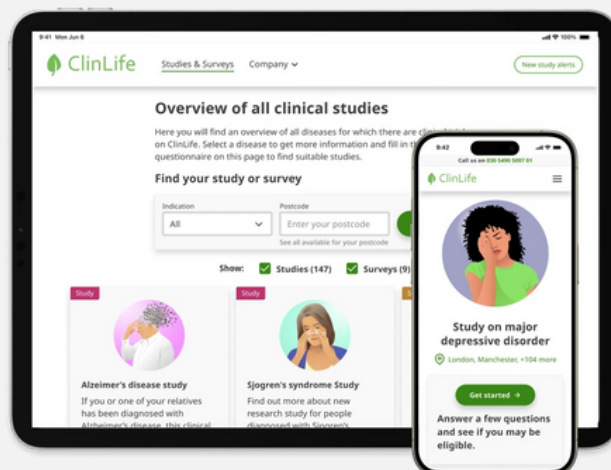
Protect your trial. Choose wisely.

The right partner will accelerate your trial. The wrong one can derail it.

Why sponsors trust Clariness

Where other recruitment companies fall short, Clariness delivers.

With global reach, regulatory expertise, digital precision and patient-centered strategies, Clariness helps sponsors accelerate enrollment, improve retention and build stronger site partnerships.



Consider Clariness for your future studies

Having randomized 28,000+ patients across 175+ indications, we know how to deliver, and have the data and experience to prove it.

**Reach and randomize more patients,
with our ClinLife[®] portal**

- ✓ **20+ years** harmonizing patient and site experiences
- ✓ Support **54 countries** across 35 languages
- ✓ Partnered with **8,000 sites** worldwide
- ✓ **1 million** patients screened in the last year alone
- ✓ 93% patient reachability with our **AI technology**
- ✓ Trusted by **13 of the 15** largest biopharmaceutical companies
- ✓ **Global footprint** with offices in USA, UK, Germany & China



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recruitment works?**

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