

case study:

i3 RID ACCOMMODATES WEATHER AND REGIONAL CHANGES IN RHINITIS STUDY

Challenge: Environmental factors jeopardize enrollment in seasonal allergic rhinitis study.

A sponsor planned a Phase III three-arm, parallel study in seasonal allergic rhinitis patients during the fall allergy season. However, unusual environmental conditions created very low pollen counts across the United States. As a result, study enrollment suffered. Sponsor submission goals prevented continuation of the study during the spring allergy season.

Solution: Find a new region that meets the study criteria, fast.

i3's deep experience with respiratory trials and broad site network allowed them to respond quickly, targeting the mountain cedar pollen season in a narrow band within Texas. The pollen season for this allergen is typically intense and begins prior to the spring allergy season, which minimized the impact on overall study timeline. i3 used their site connections to identify, qualify, and aggressively recruit study sites within the region, then re-launch the study through a Texas-based investigator meeting.

Result: Adapt to change, meet enrollment goals.

Therapeutic insight and nationwide site connections enabled i3 to identify and recruit a sufficient number of qualified study sites, despite the regional change. The pollen season was typical and the newly recruited study sites were able to meet the enrollment goals. The study was successfully closed prior to the spring allergy season.