

## Online Training for Medical Device Professionals

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### Course Title:

## Accelerating Successful Patient Recruitment

Product ID: 119

Level: CMDA

Duration: 70 mins

SME: Mark Summers

First Released On: 06/25/2010

### Course Description:

This two-part course illustrates the benefits of an effective patient recruitment program, including how to understand, utilize, and calculate its value.

It covers the following topics:

- Designing enrollment systems suitable to specific needs
- Developing a budget and determining the return on investment
- Successful management tactics to optimize results
- The six requirements of a successful patient recruitment program
- A case study of a real medical device patient recruitment program initiative

This course was created by renowned industry expert Mark Summers.

### Watch the Course Trailer:

### Learning Objectives:

Upon successfully completing this course, learners will be able to:

- Create value by establishing an effective patient recruitment program, including how to measure and calculate that value
- Identify and comprehend the requirements and objectives that make up a successful patient recruitment program
- Design a patient recruitment system based on specific products and patient populations
- Develop a budget and determine the return on investment
- Canvass patients in a study and collect follow-up data
- Manage a system to obtain the desired results
- Determine what kind of expertise is needed for a successful program and when and where to find such information

### Who Should Enroll:

Clinical research associates (monitors), senior clinical research associates, clinical project and compliance managers, clinical quality associates and managers, clinical affairs directors, regulatory affairs managers, clinical investigators, and clinical study coordinators, marketing, and sales managers involved in clinical investigations are all encouraged to enroll in this course.

### Related Resources: Yes

### Prerequisite Knowledge

The following courses are required:

- Effective Monitoring of Medical Device Clinical Investigations (series; IDs 41–48, 59, 56, 50–55, 108, 96)

### Peer Reviewer:

Mark Summers

Peer Reviewer Date

### Price:

**Premium:** €155.00.- **Basic:** €207.00.-

### Course Format:

All WMDO professional online training courses are fully interactive and contain audio, video, graphic animation, online quizzes and include all necessary course materials. Trainees receive a minimum of 60 days of unlimited access in which to complete each course depending on course length and complexity. (See individual course descriptions for details). Courses include handouts, case studies, working documents and other useful links. After successful completion of your course, you will be able to download your WMDO Certificate of Completion for your training records.



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Online courses are cross-browser compatible and require internet connection (minimum 300kbs) and Adobe Flash Player installed (Free download available at: <http://www.adobe.com/products/flashplayer>).

### **Premium Account Holders:**

Premium account holders enrolling in this course will receive complimentary email access to subject matter experts for any questions, clarifications or feedback they may have concerning this course and its contents, including free automatic course updates for 1 full year.