



We Love CROs!

So much, in fact, that we have a dedicated internal CRO team ready to partner with you from pre-award through implementation.

GOING BEYOND.
DELIVERING MORE.

We Work with CROs from Pre-Award Through Implementation

At Continuum Clinical, our heritage is deeply rooted in CROs. In fact, we had a decade-long partnership with one early on in our evolution—so it's a natural fit for us to partner with CROs to help sponsors and sites reach or beat their enrollment milestones. Because of our shared history, we understand that patient recruitment is only a small piece of what a CRO does to execute a clinical trial, but without patients, there is no study. That's why we have a dedicated internal CRO team designed to support you from proposal development through implementation. Whether you're working with a small-to mid-sized biotech company or large pharma, we will customize a scalable, global strategy that fits your needs and price point.

Pre-Award Partnerships

You need pricing and you need it fast—but your internal patient recruitment team may not have the bandwidth to do the necessary background on the indication or uncover the unmet needs of the target patient population.

Our CRO proposal team works hand-in-hand with your new business team to quickly gather estimates and create the original, impactful content you need to develop a winning proposal. We will quickly develop and deliver a smart patient recruitment strategy with a high-level estimate based on our 25 years of insights and experience, helping your client understand what it's really going to cost to enroll their study. Whether you need materials only or a full-scale enrollment plan, we prioritize strategic planning so you can feel confident going into a bid defense looking smarter than your competitors.

The result of this early strategy is better site selection, smarter spending, more realistic forecasting, and fewer scope changes as the project progresses—setting you up for success throughout the duration of the enrollment period.

Program Implementation

Whether or not we were involved in your proposal, our implementation team is ready to jump in to help get enrollment up and running. You need a flexible partner to implement a strategy that considers potential changes, avoids communication redundancies, and plans for unexpected changes, all while providing you with the data you need to clearly communicate enrollment progress to the sponsor.

We understand how to navigate the complexities inherent in projects with multiple stakeholders, so we establish a communications plan early to clearly define our role, ensuring there is no overlap of responsibilities. We will implement a proactive plan to address approval timelines, giving the CRO and sponsor enough time to review and comment on documents without delaying project timelines. We understand that things can change between the proposal and contracting phases, so we develop our strategy with flexibility in mind, allowing us to pivot quickly when necessary to support amendments or changes in scope or specs. Our proprietary ContinuVue™ reporting platform gives you (and the sponsor) access to campaign and site performance, with an unparalleled level of real-time data visualized in an elegant, actionable format. Insights gained from this data will help various in-house stakeholders including the study and project managers, MLSs, and CRAs understand recruitment activities at a site level in real time. We leverage the data in ContinuVue to continuously optimize campaigns at all levels of the funnel, using data to drive marketing decisions, outreach mechanisms, media spending, and site support.

We are always working together, sharing learnings and best practices between both our internal teams and our CRO and sponsor partners. This kind of open communication allows us to function as a true extension of your project team, remaining as focused on achieving your milestones as you are.