



# A Guide to Consider Continuum Clinical for **Your RFI**

We know it's not always easy to determine who to bring in for an RFI. We've made it easy for you to evaluate Continuum with this succinct list of our capabilities.

**GOING BEYOND.**  
**DELIVERING MORE.**

# Services Offered

## **Patient Recruitment and Retention Planning**

Protocol Recruitability Analysis  
Patient, Caregiver, and Physician Market Research  
Social Listening  
Patient Exit Interviews  
Global Recruitment Campaigns

## **Study and Site Support**

Study Name and Logo Creation  
Study Material Creative Development (in-house)  
Site Kits  
Study Material Printing and Fulfillment  
Cultural Adaptation and Translation  
IRB and EC Packaging and Submissions  
Study Websites  
Patient Education and Video Production  
Site Engagement Support and Recruitment Planning

## **Patient Recruitment Campaigns**

Media Planning and Buying  
Digital, Social Media, Influencer, Video, TV, Radio, and Print  
Advertising Campaigns  
Online, Text, and Phone Pre-Screening  
Patient Referral Management and Follow-Up  
Physician Referral Network Activation

## **Patient Advocacy and Diversity & Inclusion Services**

Patient Advisory Boards  
Advocacy Group Protocol Feedback  
Patient Focus Groups  
Advocacy Group Relationship Development  
Community Outreach and Events  
Multi-Cultural Creative Consultation  
Multi-Cultural Media Strategies  
Patient Conference Planning and Support  
Advocacy Group Member-Focused Outreach

## **Retention Solutions**

Patient Transportation Programs  
Newsletters  
Patient and Site Recognition  
Appointment Reminders (Email, Text, Call)  
Mobile Apps and Online Resources  
Patient Satisfaction Surveys  
Site Engagement Support

## **Reporting & Analytics**

Campaign Data and Analytics (through ContinuVue™)  
Recruitment Campaign Analysis and Optimization  
Recruitment Feasibility  
Recruitment Scenario Planning and Predictive Modeling  
Enrollment Forecasting