Clinical Research in Community Hospitals
Executive Summary

• Overall, clinical research programs are perceived to positively impact the community hospital in many ways:
  • Clinical research programs in community hospitals are generally recognized for their contribution to medical science, the opportunity to provide cutting-edge medicine to the community and the enhancement of the hospital’s image.
  • These programs offer access to leading-edge medicine/treatments for patients in a community that they otherwise would not have access to.
  • They offer the ability to attract and retain high quality physicians who are interested in research.
  • They can create an additional revenue source if the program is set-up and managed efficiently.

• Expansion of clinical research in community hospitals is strongly advocated, but many added a caveat – only for community hospitals of a certain size - those that are able to support the infrastructure required and who have a sufficient volume of patients to satisfy enrollment requirements.
Executive Summary (cont’d)

• Most clinical research programs at community hospitals typically do not have a significant positive impact on the community hospital’s overall financial situation. Many programs are currently breaking-even or unprofitable. This is typically due to a lack of resources/staffing, a lack of specific clinical research knowledge and accompanying infrastructure requirements (and/or a lack of understanding around requirements) for a clinical research program.

• The primary challenges associated with program implementation include gaining physician interest, securing financial support, establishing adequate staffing, and ensuring timely IRB submissions and review.

• The primary challenges associated generally with clinical research programs include the lack of resources, insufficient staffing, and the lack of internal clinical research program awareness.
Primary Benefits of Clinical Research Programs

- The primary benefits associated with the conduct of clinical research in a community hospital are the contribution to medical science, the opportunity to provide cutting-edge therapy to the community, and the enhancement of the hospital’s image.
- Additionally, clinical research programs can attract and retain high-quality physicians.
- If set-up properly, clinical research programs can also create an additional revenue source for the hospital.
Clinical Research Program’s Impact on Hospital

- Clinical research programs at community hospitals strongly impact the hospital’s overall ability to have access to leading-edge therapies and medicine.
- Additionally, clinical research programs strongly impact hospital service quality and enhance the hospital’s overall reputation.
- The clinical research program has the least positive impact on the hospital’s revenues.
Over half of respondents did not know what the impact of the clinical research program was on ancillary services.

22% estimated that the clinical research program increased ancillary service volume by 10% or less.
The objective of this study was to learn more about the conduct of clinical research in a community hospital setting and gain a better understanding of the unique benefits and challenges.

{Company} commissioned CenterWatch to design and conduct this study.

The study was carried out in two phases – a quantitative phase conducted from {Month} through {Month} 2013. Based on the insights from the quantitative phase, a qualitative phase was conducted from {Month} through {Month} 2013.