

Retention by Design: Turning Better Participant Engagement Into Faster Psychiatry Trials

In schizophrenia and other psychiatry studies, enrollment is only half the challenge. High dropout rates can threaten timelines, increase costs, and introduce data variability that delays decision-making. At Worldwide Clinical Trials, we approach retention as a core component of study design, not a rescue strategy implemented after problems arise.

By combining therapeutic expertise, participant-centric protocols, and proactive site support, we've helped sponsors accelerate enrollment, improve retention, and build long-term development partnerships.

From Strategy to Results

What We Recommend	Proof in Practice
 Protocol Optimization	Cross-functional critique of the study protocol, working with sponsors to implement opportunities to optimize the research project for developmental evidence generation, capability for signal detection, and participant experience. By enrolling and retaining the optimal participant profile, the signal detection is enhanced within an enriched population, the proportion of evaluable participants is increased while the volume of missing data is minimized.
 Strategic Feasibility & Competitive Landscape Analysis	A study is launched within the context of existing diagnostic and clinical care pathways, existing treatment paradigms, and similar clinical trials competing for the same patient with unmet medical need. Technology-enabled analysis of prior site performance and modeling of the optimal geographical footprint to provide access to potential participants without endangering assay sensitivity through the introduction of bias or variability is a primary objective of effective study planning.
 Enhance the Participant, Study-Partner & Investigator-Site Experience	Establish trust and confidence in the ability of the study to test its hypothesis/objective and for operations to be smooth and efficient. Study materials and operational solutions must therefore not only appear professional and attractive on face-value, but they must also be informative and convenient to adopt in the clinical setting.
 Recruitment & Retention Plan	A site level commitment to enrollment contribution, documenting the patient treatment pathway, the use of awareness campaigns, community engagement, and applicability of central and local tools made available to optimize site performance.
 Investigator-Site Rapport & Motivation	Maximize the personal connections with investigators and their site staff team, providing feedback on study metrics, reassurance on their performance and value of their contribution to the overall objectives. Solution-oriented site contacts, that as a cross-functional team can rapidly resolve any concerns or issues are proven to increase site engagement.
 Study Oversight & Early Interventions	Technology-enabled study oversight with key performance indicators that help to detect potential risks before they become real issues. Prospective risk mitigations and contingency plans, which are modeled and agreed with the sponsor, so they act as turn-key solutions.

A Case Study Illustration

In running a [psychiatry study](#), we achieved a high-performing psychiatry program that exceeded sponsor expectations:



3x Faster Enrollment

Enrollment completed approximately three times faster than projected.

Capacity and technology to allow us to maintain this gain of program time through subsequent downstream processes and milestones, such as data cleaning and data base lock.



Accurate Enrollment Close

Enrollment closed at +2.5% of the statistically determined goal of 350 participants. We achieved this through close investigator communication despite the huge momentum, minimizing downstream consequences of additional data cleaning and unnecessary expenditure associated with over-enrollment.



Expanded Partnership

The sponsor subsequently awarded four additional studies to Worldwide without a competitive rebid process.

Why It Matters

Retention is more than a study metric. It directly influences timelines, data quality, operational efficiency, and overall program success.

Worldwide's retention-first approach helps sponsors:

- ✓ Reduce participant dropout risk
- ✓ Accelerate enrollment and study execution
- ✓ Improve data continuity and quality
- ✓ Create a stronger foundation for future development programs

By increasing retention, to the largest degree possible, we ensure that each randomized patient makes a complete contribution to the research project- featuring in more of the analysis and reducing the number of participants included in the statistical modeling of missing data.



Let's Discuss Your Psychiatry Development Strategy

Whether you're planning a single schizophrenia study or building a broader CNS development portfolio, Worldwide Clinical Trials can help design studies that keep participants engaged and programs moving forward.

[Contact our Psychiatry team](#) to start the conversation.