CASE STUDY

The Site Cohesion Hypothesis

3 examples of the impact of CRO site relationships

Behind every enrollment milestone is a web of relationships—some strong, some strained, and some that make all the difference. At Rho, we don't just talk about site engagement. We live it.

These real-world stories show how strong site relationships—grounded in trust, collaboration, and proactive problem-solving—have helped turn around timelines, salvage studies, and deliver what sponsors were told was impossible.

Here are three examples of how when the right site relationships are in place, even the messiest moments become manageable—and studies cross the finish line.

Case study 1: Turning a 13-month struggle into a 6-month success

STUDY TYPE:

Pain study (sister study to previous rescue trial)

CHALLENGE:

The previous version of the study took 13 months to enroll due to poor-performing inherited sites and limited site input from the previous CRO.

SOLUTION:

For the follow-up, Rho was able to influence site feasibility and selection, carefully curating high-performing sites based on deep experience in the therapeutic area.



EXECUTION:

- Selected 23 high-quality U.S. sites and initiated global sites in Poland and Spain.
- Despite IP delays pushing activation a month later than planned, European sites enrolled 100 subjects in just two months.
- One month alone saw 155 enrollments—unprecedented volume.

IMPACT:

- Total enrollment time dropped from 13 months (prior study) to just six months.
- Success credited to Rho's collaborative lessons-learned approach with the sponsor and deep commitment from Rho's European site team.
- Sponsor had "a-ha" moment realizing the value of strong site relationships and Rho's proactive planning.

THE RHO FACTOR:

Smart site selection + real relationship management = high commitment and performance under tight timelines.



Case study 2: When plans implode, relationships can deliver

STUDY TYPE:

Atopic dermatitis, global Phase II/III

CHALLENGES:

- Massive delays due to initial denial by CTIS in Europe.
- Sponsor frustration.
- European sites—originally expected to carry enrollment load—were unavailable for over six months.

SOLUTION:

- Rho rapidly reworked feasibility models and added three new countries (Georgia, Australia, New Zealand).
- More than 60% increase in North American sites, from 25 to 40+.
- Sent Rho's own European site liaison on in-person visits to underperforming sites to diagnose problems and show our commitment.

IMPACT:

- Despite the unexpected added countries, expanded scope, and budget changes, the team hit the original timeline.
- Last subject was randomized exactly on the sponsor's original July 4 target date, despite the prior delays.
- More than 100 subjects enrolled in the final enrollment push.

THE RHO FACTOR:

Rho's deep site relationships, nimbleness, and cultural sensitivity helped salvage a study that was at risk of collapsing—without timeline slippage.

Case study 3: The power of a trusted network (study in progress)

STUDY TYPE:

Feasibility/site selection

CHALLENGE:

Sponsor-provided sites were slow to respond to outreach during early feasibility waves.

SOLUTION:

Rho's third wave of outreach included sites we had existing relationships with—ones who were kept informed about potential study opportunities in advance.

IMPACT (EARLY DATA):

- Rho-led sites in wave three showed significantly faster response rates.
- Feedback was immediate, interest was high, and follow-up was easier and faster.
- Final selection is pending, but internal slides showed a visibly accelerated pace compared to waves one and two.

THE RHO FACTOR:

Sites with an existing relationship to Rho are quicker to respond, easier to engage, and better prepared—directly impacting timeline feasibility and planning.

In a world where some CROs talk about being "site-centric," we believe actions speak louder. Our approach isn't transactional—it's relational. From feasibility to database lock, we work with sites to create the kind of cohesion that drives results.

For a self-assessment quiz and incisive questions to ask your CRO, download **The Site Stickiness Hypothesis**. If you're tired of hearing the same promises—and ready to work with a CRO that actually delivers on them—**let's talk**.

CONTACT US

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