

# Advancing Diversity in Norovirus Clinical Trial Enrollment

**How a community-driven recruitment strategy** delivered a 42% diversity enrollment rate in a competitive, timesensitive norovirus clinical study.



## OVERVIEW Who We Are

**Remington-Davis** is an independent clinical research site in Columbus, Ohio with 30+ years of experience across multiple therapeutic areas. Selected by a leading pharmaceutical sponsor working through a global CRO to participate in a norovirus clinical study.



## CHALLENGE Diversity Under Pressure

A key objective was meaningful representation from underserved and historically underrepresented populations — challenging in a competitive, time-sensitive enrollment environment.



## STRATEGY Three-Pillar Recruitment

A targeted, community-driven approach focused on building trust within underserved populations across Columbus.

**Community Partnerships** — Partnered with a local African American Men's Group as a direct channel for education and engagement.

**Established Relationships** — Drew on longstanding ties with community leaders and advocacy groups to reinforce credibility.

**Focused Outreach** — Tailored messaging, access, and engagement strategies to be culturally relevant and effective.



## RESULTS Exceeding Expectations

Through these efforts, Remington-Davis delivered measurable outcomes that exceeded sponsor and CRO benchmarks.

# 42%

**DIVERSITY ENROLLMENT RATE**  
Significantly surpassing anticipated benchmarks.

**STRENGTHENED COMMUNITY TRUST**  
and long-term engagement in clinical research.

**DEMONSTRATED EFFECTIVENESS**  
of community-based recruitment models in improving inclusivity.



## CONCLUSION Why It Works

Remington-Davis' proactive, relationship-driven approach highlights the critical role of community engagement in achieving diversity goals — combining local partnerships with decades of experience to deliver measurable, equitable results.

Every breakthrough has a beginning.  
*Start yours.*

READY TO TALK?  
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