

How Global Contact Centre Support Enhances Clinical Trial Success

Redefining Participant Support Through Global Contact Centres

As clinical trials continue to expand across geographies and adopt decentralised and hybrid models, ensuring consistent communication, safety oversight and participant support has become a critical element of trial success. Sponsors are increasingly challenged to maintain continuity across diverse regulatory environments, multiple sites, and varying participant needs, all while preserving a positive and engaging participant experience. In this evolving landscape, global contact centres are emerging as a foundational component of modern trial design, providing a centralised, scalable and human-centred support model that connects participants, sites and sponsors throughout the study lifecycle.

A well-structured global contact centre serves as more than an operational convenience. When designed with clinical rigor and patient-centric principles, it becomes a strategic asset that improves participant engagement, strengthens safety oversight and enhances trial efficiency. By offering consistent, multilingual and around-the-clock support, global contact centres help sponsors maintain participant trust, adherence and retention across increasingly complex trial models.

This article explores how global contact centres enable a more reliable and patient-centric clinical trial experience through consistent and compliant communication, safety reporting and delivering continuity across global, multi-site studies.

The Growing Complexity of Global and Decentralised Trials

The globalisation of clinical research has accelerated rapidly over the past decade. Trials now routinely span multiple regions, cultures, languages and healthcare systems. At the same time, decentralised and hybrid trial models have introduced new modes of participation, including virtual visits, remote monitoring and digital data capture.¹ While these innovations have expanded access and convenience, they have also introduced operational and communication challenges that traditional site-centric models were designed to manage.

Participants may interact with study teams less frequently in person, rely more heavily on digital tools and navigate complex administration methods and schedules from their homes. Sites, in turn, face increased administrative burdens related to participant communications, technology support and safety reporting. Sponsors must ensure that these activities remain compliant and consistent across geographies, often with limited visibility into day-to-day participant interactions.

In this context, fragmented communication channels and inconsistent support models can undermine participant confidence and contribute to protocol deviations or premature withdrawal.

A centralised global contact centre addresses these challenges by providing a single, integrated hub for participant communication, support and issue escalation.

Connecting Participants, Sites and Sponsors through a Single Support Model

At its core, a global contact centre functions as a connective layer within the clinical trial ecosystem. Rather than relying solely on sites to manage all participant interactions, the contact centre provides a centralised point of contact that complements site activities and extends support beyond traditional working hours.

Modern global contact centres are staffed by clinically trained professionals who understand trial protocols, regulatory requirements and participant needs. These teams are equipped to handle a wide range of interactions, including general inquiries, visit coordination, study clarification, safety event intake and escalation to appropriate stakeholders. By operating within a defined governance framework and standardised processes, the contact centre ensures that information is delivered consistently and accurately across all touchpoints.

This integrated model benefits all stakeholders. Participants gain access to reliable, timely and compassionate support. Sites experience reduced administrative burden and improved focus on clinical care and data collection. Sponsors benefit from greater visibility, standardised reporting and improved operational control across their trials.

Enhancing the Participant Journey from Recruitment through Completion

Participant experience plays an increasingly central role in trial success, directly influencing recruitment, enrolment and retention. A global contact centre has emerged as a critical driver of enhancing the participant journey by providing structured, proactive and responsive support at every stage of the study.

Before enrolment, contact centres can assist with eligibility questions, informed consent navigation and scheduling of initial visits. Clear and consistent communication at this stage helps set expectations, reduces confusion and builds early trust between participants and the study team. For decentralised trials, contact centre support is particularly valuable in helping participants understand technology requirements, remote procedures and study responsibilities.

Throughout the study, contact centres reinforce engagement through appointment reminders, visit follow-ups and educational support. Participants can receive clarification on study requirements, medication administration and timelines without waiting to visit the site or for home visits. This ongoing interaction helps participants feel supported and informed, reducing anxiety and improving adherence.



Importantly, contact centres also provide a human connection that complements digital tools. While mobile apps and remote monitoring devices offer efficiency, they cannot replace the reassurance of speaking with a knowledgeable person. Access to live support fosters confidence and reinforces the participant's sense of partnership in the clinical trial journey.

Providing 24/7, Multilingual Support to Reduce Withdrawal

Global trials often involve participants across multiple time zones, languages and cultural contexts. Without continuous support, participants may struggle to resolve issues promptly, leading to frustration, disengagement, or withdrawal from the study. Global contact centres' round-the-clock availability ensures that participants can report concerns, ask questions, or seek assistance when issues arise, rather than delaying communication until site hours. This is particularly critical for safety-related events, technology challenges, or administration questions that may affect adherence.

Multilingual support further enhances accessibility and inclusivity. Global contact centres are comprised of bilingual or multilingual native speakers who are fully tuned with local culture and regulations, while trained to balance consistency with global standards. Participants are more likely to engage and remain in a study when they can communicate in their preferred language and feel understood. Linguistically and culturally appropriate communication helps minimise misinterpretation, supports informed decision-making and strengthens trust. By reducing barriers to communication, global contact centres help mitigate dropout risk and promote sustained engagement, an outcome that directly impacts overall trial success.

Adverse Event Reporting and Unblinding Support

Safety oversight remains a cornerstone of clinical research, regardless of trial design. In decentralised and hybrid models, however, participants may not have immediate access to site staff, increasing the importance of additional outlets for reporting. Global contact centres meet exactly that need.

Clinically trained contact centre staff can detect and intake adverse event reports and route information to the safety department promptly. This ensures timely documentation, appropriate escalation and alignment with sponsor and regulatory requirements. Standardised processes and audit-ready systems further support compliance and data integrity.

In addition to adverse event reporting, contact centres can support unblinding procedures when required for participant safety. This is available 24/7, which the sites may not be able to support outside

of the operating hours. By abiding by the governance and sponsor-approved protocols, the contact centre helps ensure that unblinding decisions are executed consistently and compliantly, minimising risk to the study and protecting trial integrity.

Delivering Consistency and Continuity Across Global, Multi-site Studies

One of the most significant advantages of a global contact centre is its ability to deliver consistency across diverse trial environments. Standardised scripts, training programs and quality assurance processes help ensure that participants receive complete, accurate and aligned information, regardless of location or mode of participation.

Consistency extends beyond messaging to include documentation, escalation pathways and performance metrics. Sponsors can define global standards while allowing for localised adaptations where required by regulation or culture. This balance supports compliance while preserving flexibility and responsiveness to participants in any location and with different needs.

Continuity is equally important. As studies progress over months or years, participants benefit from interacting with a stable support structure rather than navigating changing site staff or different communication channels. A centralised contact centre provides this continuity, reinforcing trust and reliability throughout the participant's pre to post trial journey.

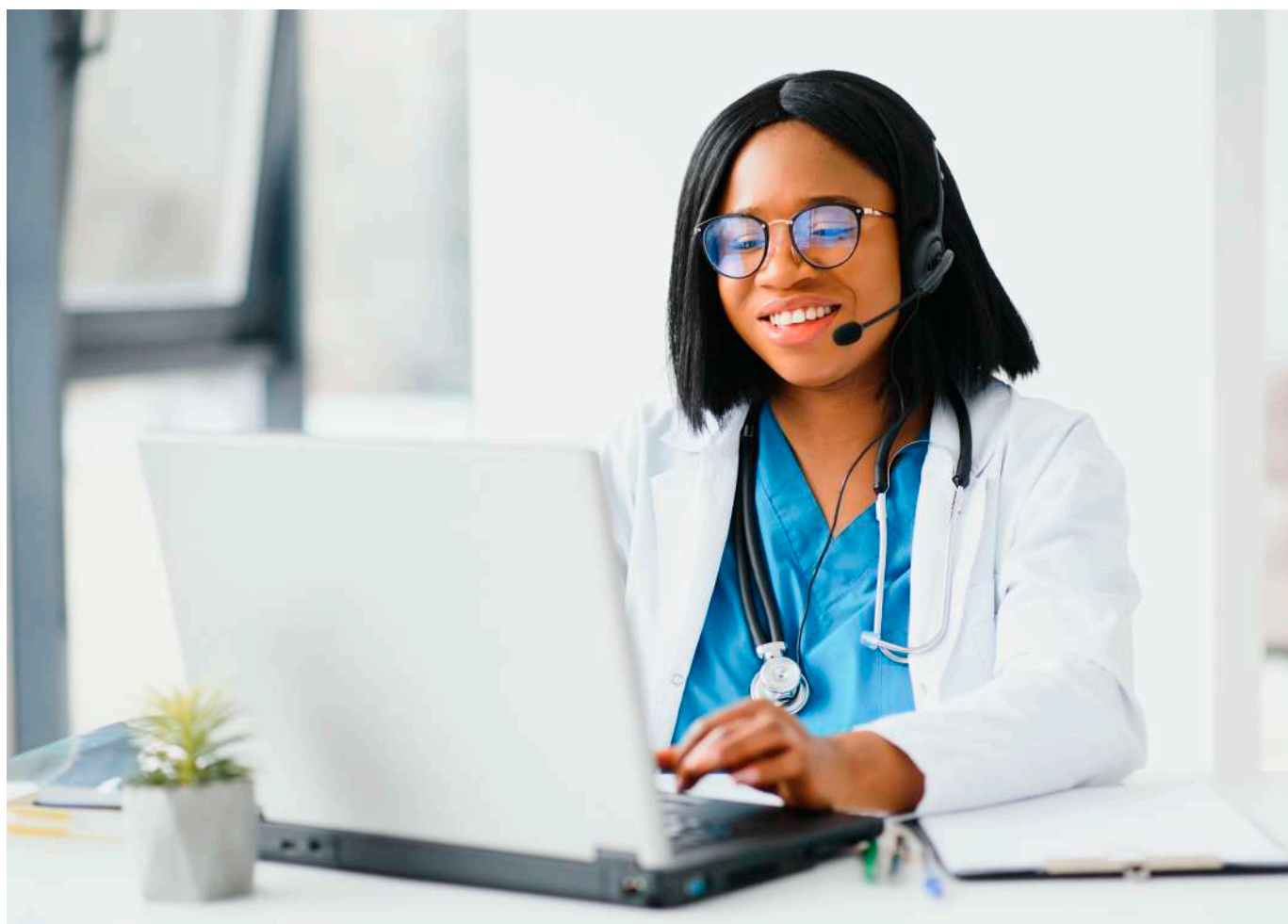
For sponsors managing large portfolios or complex global trials, this model also enables scalability. One of the unique strengths of the global contact centre is having a shared staffing model. The shared staff supports multiple programs or clients with buffering capacity and can be flexibly shifted and adjusted globally to accommodate any volume surges, such as large enrolment or geographic expansion, without disrupting participant support.

Improving Trial Efficiency through Centralised Support

Beyond participant experience and safety, global contact centres contribute directly to operational efficiency. By offloading routine inquiries and coordination tasks from sites, contact centres allow site staff to focus on clinical activities and data collection. This redistribution of workload can improve site performance, particularly when the sites have resource constraints, overloads and precautionary measures during a viral surge.

Sponsors also benefit from centralised data and reporting. Contact centre interactions generate valuable insights into participant concerns, adherence challenges and operational bottlenecks. When these are captured and analysed appropriately, sponsors can reflect and make continuous improvements in their study designs. Reduced burdens in sites and insights are increasingly critical as the sponsors are adopting decentralised or hybrid clinical trials.





A Strategic Imperative for Modern Trial Design

As clinical trials become more global, decentralised and participant-centric, the need for consistent, reliable and human-centred support has never been greater. Global contact centres are no longer a peripheral service but a strategic component of modern trial infrastructure.

By connecting participants, sites and sponsors through a single, integrated support model, global contact centres enhance the participant journey, enable timely safety oversight and deliver consistency across complex trial landscapes. Their ability to provide 24/7, multilingual and clinically informed support helps reduce dropout risk, improve retention and safeguard trial integrity.

Ultimately, investing in a well-structured global contact centre enables sponsors to deliver a more resilient, compliant and patient-centric trial experience, one that supports scientific rigor while honoring the needs and expectations of participants worldwide.

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