Case study

Driving high eConsent adoption in a U.S. menopause study

Therapeutic area: Menopause / Women's health

Medable solutions used: Total Consent, eCOA, Televisit, Medable platform

Countries/Locales: United States (English and Spanish)

Participants: 1,000

Overview

Medable supported a CRO in the delivery of a women's health trial for menopausal participants located within the United States. With a digital-heavy protocol and 13 assessments per diary entry, the study demanded exceptional participant and site engagement from the outset.

Despite some broader operational challenges, the Medable-led eConsent strategy yielded significant success in both participant and site-level adherence.

Understanding the challenge

The study team faced three primary hurdles:

1. **Ensuring high eConsent uptake across sites and participants**
2. **Coordinating training across 60+ sites under compressed timelines**
3. **Maintaining site engagement**

Given the complexity of the protocol and high participant burden, the team anticipated potential resistance to electronic workflows.

Key outcomes and insights

100%

eConsent adoption among all clinical trial sites

Achieved full compliance with the study's digital workflow

85.4%

of enrolled participants consented electronically

1,000 participants total, with 854 consenting electronically with Medable's Total Consent

Medable's solution

Medable delivered a collaborative training and onboarding approach that was both strategic and site-specific:

Concierge-led rollout
A CROs internal concierge group partnered with Medable to reinforce consistent site support across all regions.

CRA enablement
Clinical Research Associates were directly equipped with training and materials to support consistent site-level implementation.

Customized study training
Medable's internal team developed recorded, study-specific eConsent training modules tailored to the trial's unique requirements.

Scalable virtual support
Medable's virtual outreach was timely and responsive.

Conclusion

By aligning training efforts, tailoring onboarding resources, and closely partnering with the CRO, Medable enabled a seamless eConsent rollout in a challenging, high-burden U.S. study.

With 85.4% of participants opting into electronic consent and 65 sites achieving full compliance, the effort offers a compelling case for making targeted training a required step in future deployments.

If you'd like to speak to someone at Medable about improving eConsent adoption in your next study, **connect with our experts.**