

CASE STUDY

Neucruit facilitates the study of Alcohol Dependence in Isolation



This UK-based study measured alcohol use before and during lockdown, as well as a range of factors that may affect drinking behaviour (including mood, motives for drinking, intentions to drink), and respondent characteristics (such as gender).



CUSTOMER

Liverpool Alcohol and Well-being Study, University of Liverpool



CHALLENGE

Finding study respondents to answer several surveys regarding alcohol consumption at different points during government-mandated COVID-19 lockdowns



SOLUTION

Neucruit provided the patient recruitment tools to identify potential participants and expedite patient recruitment



RESULTS

Neucruit successfully promoted the study and managed to recruit study participants fitting the research criteria

DR. ABI ROSE

“I would highly recommend Neucruit. Neucruit is an outstanding vehicle to support recruiting for research studies. We’ve needed this support mechanism for a long time.”

Neucruit supported a timely and efficient recruitment process



Using Neucruit to accelerate research

International and UK data suggested that lockdowns have impacted alcohol consumption. In the UK, alcohol purchasing increased in the weeks prior to the first lockdown (March 2020), suggesting stockpiling behaviour. The research group approached Neucruit to find participants to assess the impact of COVID-19 lockdowns on drinking behaviour.

This published study measured alcohol use before and during lockdown, as well as a range of factors that may have affected drinking (including mood, motives for drinking, intentions to drink), and respondent characteristics (such as gender).

Identifying participants that drink alcohol, using Neucruit

Soon after being approached by the study coordinator, Neucruit deployed its recruitment acceleration tools and contributed to the recruitment of 539 participants.

Those who completed the first survey in April 2020 were then contacted on a bi-monthly basis with a subsequent survey to assess drinking behaviour in COVID-19 lockdowns. The published results showed that 'people who reported greater coping motives for drinking alcohol and higher levels of anxiety were more likely to show increased drinking behaviour during lockdowns'.

About University of Liverpool

The University of Liverpool is a public research university based in the city of Liverpool, England. It comprises three faculties organised into 35 departments and schools. It is a founding member of the Russell Group and the N8 Group for research collaboration.

About Neucruit

Neucruit is a global platform that uses real-time data to help biopharmaceutical companies, site teams and investigators enhance clinical research planning and delivery through smart analytics on the patient journey. Neucruit combines unique patient insights with longitudinal clinical data to optimise site selection, patient recruitment and gain insights that cannot be easily accessed through traditional methods.