COPD trial receives breath of fresh air with much-needed recruitment support

A leading pharmaceutical company was over three years into enrollment for an exceptionally challenging COPD trial when it called upon Acurian to breathe life into its study. The two-protocol study came to Acurian beset with obstacles: an onerous, 12-hour initial patient visit requirement, an 85% screen fail rate, and frustrated sites, which had virtually exhausted their in-house patient population. In order to provide the level of support that would reinvigorate disengaged sites and, ultimately, close the study, Acurian proposed a rapid and highly strategic multi-tactic recruitment solution. Acurian’s capabilities enabled it to seamlessly evaluate and assign referrals to the appropriate protocol, thus maximizing the sponsor’s investment.

Using direct-to-patient outreach, TV advertising, and a study website, Acurian surpassed the sponsor’s expectations by randomizing 55 patients, or 24% of enrollment, in just over four months. As a result of Acurian’s efforts, the sponsor was finally able to close enrollment, which otherwise would have drifted for another five months.

Acurian delivers patients and over 22000% ROI

Phase: III
Site footprint: 43 sites
Total enrollment: 230 US-based patients
Recruitment situation: 2 protocols (rescue)
Services provided: Direct-to-patient outreach; TV advertising; study website; call center/online pre-screening; site services support; tracking and reporting platform; project management
Contract terms: 100% of fees priced on Randomization
Contract ROI: 22936%*

*Calculation: Five months of market opportunity (at modest 2% market share) divided by total fees paid to Acurian.