

# ACURIAN CASE STUDY:

Predictable, reliable, and  
measurable results



## Acurian saves four months of enrollment time for this commercially important study of adolescents with ADHD

With this phase IV, two-protocol study, the sponsor was hoping to demonstrate the superior efficacy of its marketed product versus another competitive product among adolescents with attention-deficit/hyperactivity disorder (ADHD).

### Enrollment challenges

**Approximately six months into the study, the Site Enrollment Rate was falling behind expectations.**

- It was difficult to motivate patients to participate, because the products under investigation were already available.
- The rigor of school and work schedules made it difficult to meeting study requirements.

The clinical trial team realized that it needed a reliable enrollment solution for getting the two protocols back on track. They hired Acurian one year after enrollment began.

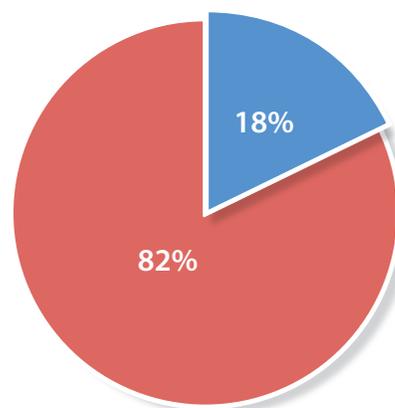
**Per the sponsor's request, Acurian's enrollment effort was limited to mostly direct mail.**

- Direct-to-patient mailing, including to opted-in patients in Acurian's proprietary database of 100M+ households
- Over time, the sponsor requested the addition of some traditional and online media.

**Although its enrollment efforts were limited by the sponsor, Acurian delivered 18% (173) of total randomizations across two protocols.**

- As a result, we increased the Site Enrollment Rate by 21%.
- When we are able to launch a full, customized enrollment campaign, Acurian typically contributes 30% to 40% of total randomizations.

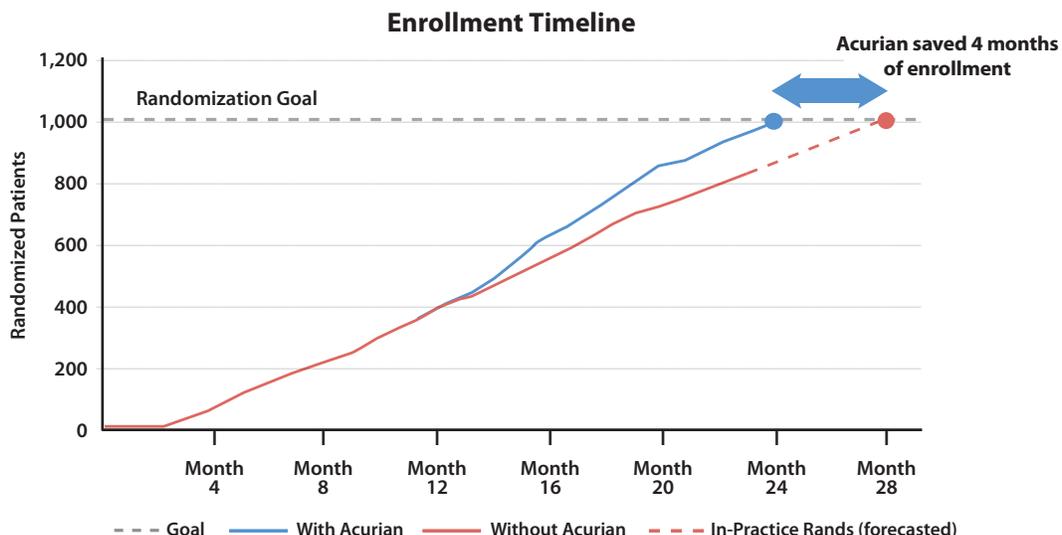
**Contribution of  
Randomized Patients**



**Acurian** **In-practice**

*(continued on other side)*

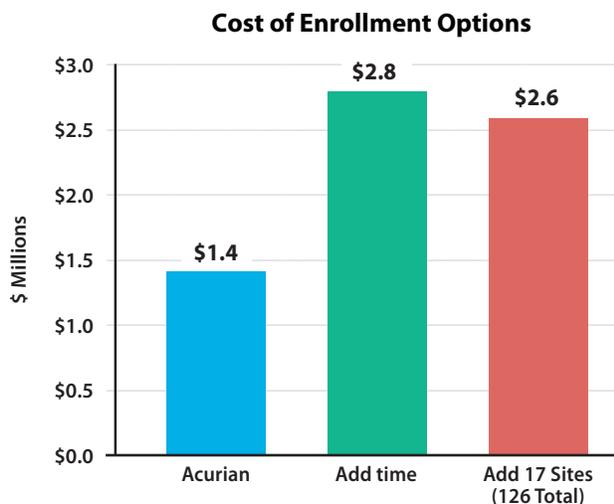
## Acurian shortened the enrollment timeline by four months.



### As a replacement for adding sites or time, Acurian was the most cost effective enrollment option.\*

Based on sites' original enrollment rates, the sponsor would have had to add 17 sites and/or four or more months to the enrollment timeline to meet its randomization goal. Acurian cost \$1.4 million less than adding time and \$1.2 million less than adding sites.

\*IMS CRO CostPro® analysis



## WHEN YOU CAN'T AFFORD A DELAY IN PATIENT ENROLLMENT

Acurian, Inc. is the leading full-service provider of global patient enrollment and retention solutions for the life sciences industry. For the past 20 years, our unique patient-first approach has provided sponsors with enrollment certainty by delivering the patients they need, when and where they need them.

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