

# ACURIAN CASE STUDY:

Predictable, reliable, and  
measurable results



## Acurian Saves More than Four Months of Enrollment Time for Phase III Atopic Dermatitis Study

This sponsor had blockbuster expectations for its compound in the treatment of moderate-to-severe atopic dermatitis when it began its Phase III study.

**Given the commercial importance of the study, on-time completion of enrollment was crucial.**

The clinical trial team hired Acurian from study onset to increase the Site Enrollment Rate by delivering patients that their sites did not have access to. Acurian supported 39 and 41 sites for Protocols 1 and 2, respectively.

**Acurian designed and launched customized full-service patient recruitment marketing campaigns.**

- **eRecruitment**, including social media, online health networks, keyword search.
- **Direct mail** to a subset of atopic dermatitis sufferers within Acurian's proprietary database of 70+ million people who opted in to be contacted for clinical trials.
- **Print ads** in selected markets.

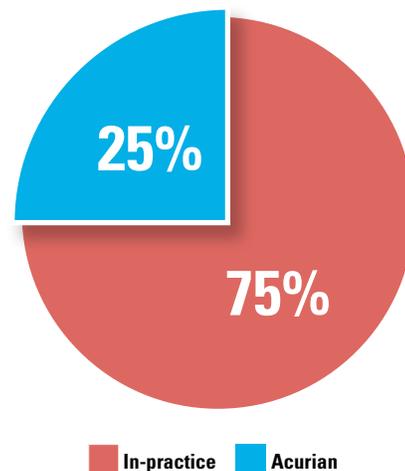
**Acurian created a special pre-screener to help respondents more accurately determine the severity of their condition.**

Based on interviews with the sites, the Acurian feasibility team rewrote the pre-screener to show pictures online, along with accompanying questions, to help respondents better approximate the amount of Body Surface Area affected by their atopic dermatitis. As a result, only the most qualified respondents were referred to the sites.

**Acurian contributed 25% of the total randomizations.**

The Site Enrollment Rate was increased by 27%.

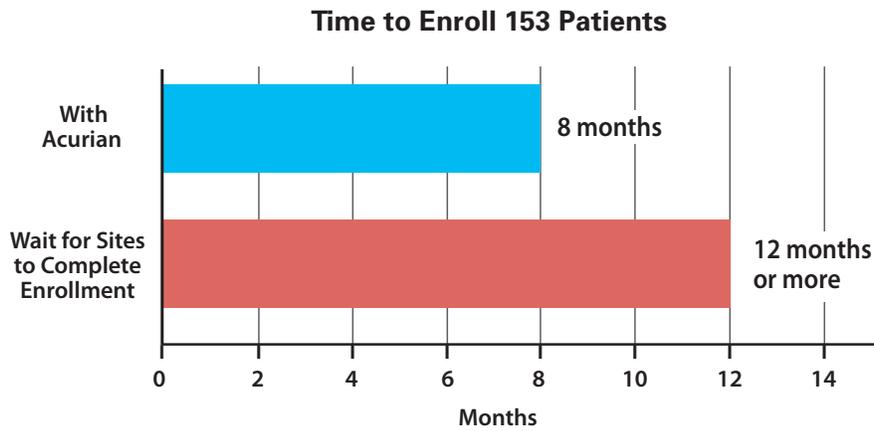
**Contribution of Total Study  
Randomizations**



(see other side)

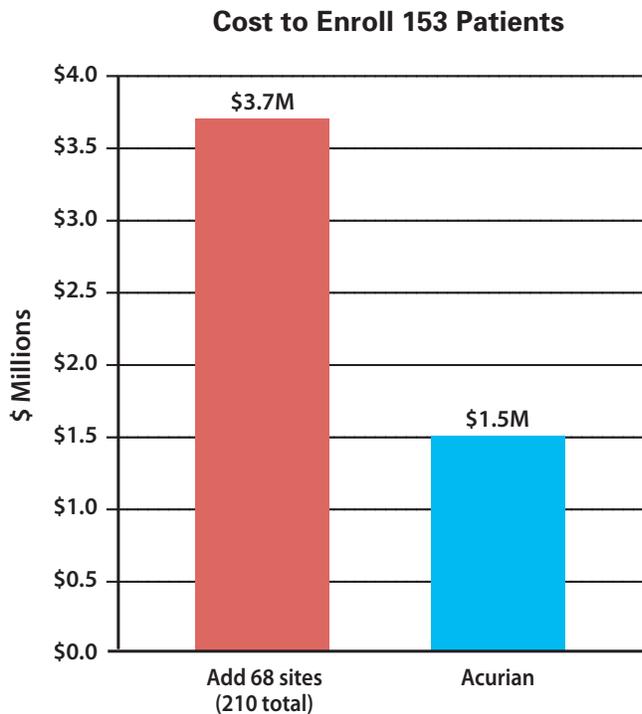
### Acurian accelerated enrollment.

The sponsor was able to complete enrollment at least four months faster than waiting for sites to enroll enough patients on their own.



### Acurian was more cost-efficient than adding sites or time.

Acurian cost \$2.2 million less than adding 68 sites, which would have been required to enroll the 153 patients needed to complete enrollment on time.



**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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