

# ACURIAN CASE STUDY:

Predictable, reliable, and  
measurable results



## Acurian is Vital to the Success of a 6-Protocol COPD Program

This sponsor was in a highly competitive race to complete a 6-protocol program for approval of two new COPD drugs.

### The Enrollment Scenario

- The competitive landscape for sites and patients was saturated, and the sponsor was competing across its own protocols, as well as against competitors' COPD programs.
- Staggered protocol start-ups created significant logistical challenges.
- A 40% screen fail rate was anticipated based on the sponsor's past study experiences. However, changes in US spirometry evaluations were resulting in an average screen fail rate of 65% across sites.
- The sponsor realized that not only would it be impossible to complete enrollment of each protocol within six months as hoped, but that there were simply not enough patients available through site efforts alone.
- A reliable enrollment solution was essential to completing the study. Acurian was hired prospectively to support the two safety protocols, and for rescue of the other four protocols (as needed).

### How We Did It

**Acurian designed a full-service program strategically adjusted to each protocol's start and stop dates.**

- Direct mail targeted to ~3 million opted-in COPD sufferers from Acurian's proprietary database of 100+ million households.
- eRecruitment tactics (social media, online health networks, keywords, etc.).
- Print and TV ads in select markets.

### Multi-protocol prioritization

- Project managers deployed campaigns according to the sponsor's prioritization of protocols.

### Site engagement

- Acurian's Site Strategy Consultants personally visited selected sites and worked directly with study coordinators to increase site participation as a part of our recruitment efforts.
- All sites were provided with useful tips, tools, fact sheets, and a summary of our pre-screening activities.
- Acurian had a heavy presence in the investigator and site rejuvenation meetings.

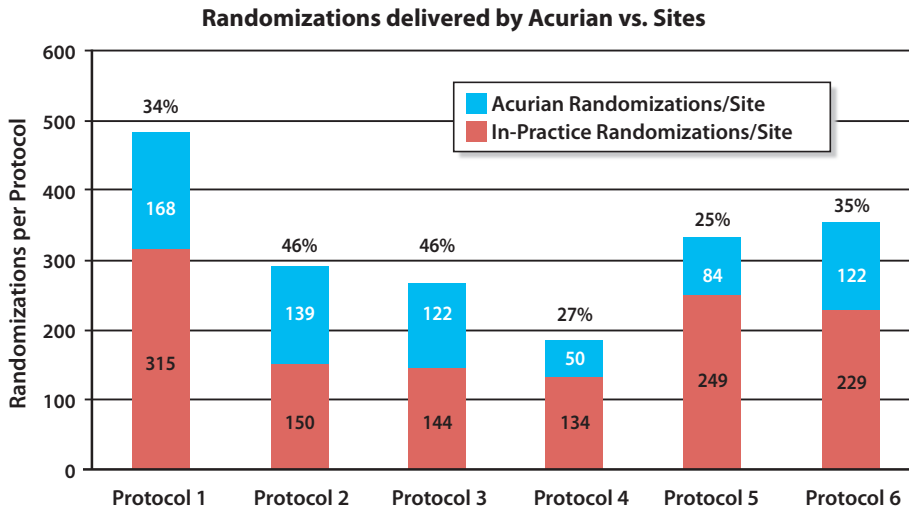
### Tiered site marketing for maximum cost-efficiency

- Acurian ranked sites based on referral-to-consent performance and focused campaign investment and resources on the best performing sites.

*(see other side for campaign results)*

## Campaign Results

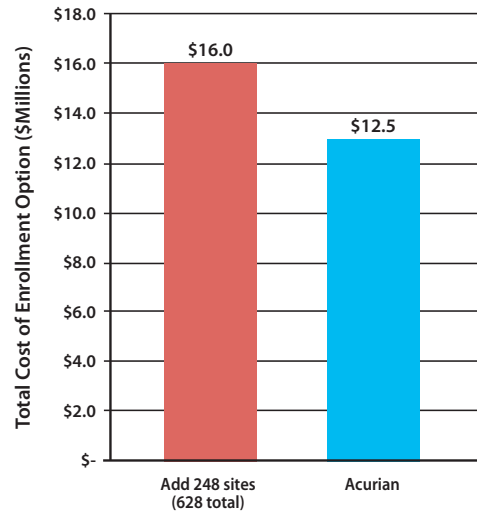
- We contributed a significant 35% of all enrolled patients to the program.
- Our randomization contribution ranged from 26%-46% across protocols.
- Enrollment would not have been completed successfully without Acurian's participation.



## The Cost Efficiency of Acurian

An IMS CostPro® analysis was conducted to compare the cost of Acurian vs. adding more sites (as an option for completing enrollment).

- Given the difficulty in finding enough patients, the sponsor would have had to add another 248 sites (65% more) at a cost of almost \$16 million – a costly and unpredictable option.
- Acurian was able to deliver enough randomizations to complete enrollment for \$3.5 million less than the cost of adding sites.



**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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