ACURIAN CASE STUDY:

Predictable, reliable, and measureable results

With Acurian's Help, a Crucial Crohn's Disease Study Completes Enrollment 60% Faster

This mid-sized biopharmaceutical company's growth strategy relies on the development of novel immunotherapy agents. One of its biologics carried the potential to treat a range of autoimmune diseases, including Crohn's disease or CD. The sponsor believed this agent could fill a substantial, unmet need for CD patients: more effective maintenance therapies that are also safe for long-term use.

The Enrollment Scenario

After announcing positive results from its Phase I clinical trial, the sponsor initiated a Phase II study in the US. The clinical team anticipated significant enrollment challenges:

- Many people diagnosed with CD are also diagnosed with ulcerative colitis. This was expected to reduce the ratio of eligible people by 30%.
- Some respondents may not be willing to participate without a clear explanation of such a novel agent.

Mindful of the potential obstacles, the team hired Acurian prior to launch to provide central patient recruitment support for 65 sites and deliver 125 consents.

How We Did It

Acurian designed and launched a full-service patient enrollment program.

- Geographically- and demographically-targeted on-line initiatives
- Broadcast TV and print in select markets
- Direct mail and email to a subset of CD patients within Acurian's proprietary database of 70+ million people who opted-in to be contacted for clinical trials
- Study-specific landing page for online pre-screening
- Call center with staff experienced in clinical trial pre-screening, providing an alternative to online screening
- Printed enrollment support materials for sites

Additional Challenges Encountered

Once enrollment began, additional issues emerged among sites:

- Rolling activation of sites and local IRB influence delayed timelines.
- The First Office Visit (FOV)* rate was significantly lower than expected due to underperforming sites (more than 50% of sites were in lower-performing tiers) and the need for medical records.
- Randomization rates were lower than originally anticipated by the sponsor.
- Fortunately, the consent ratio was higher than expected, which indicated that patients were very interested in the novel agent.

Because of the significant contribution that Acurian was making to enrollment, and to counter the unanticipated challenges described above, the clinical trial team asked us to increase our delivery of consents to 280.

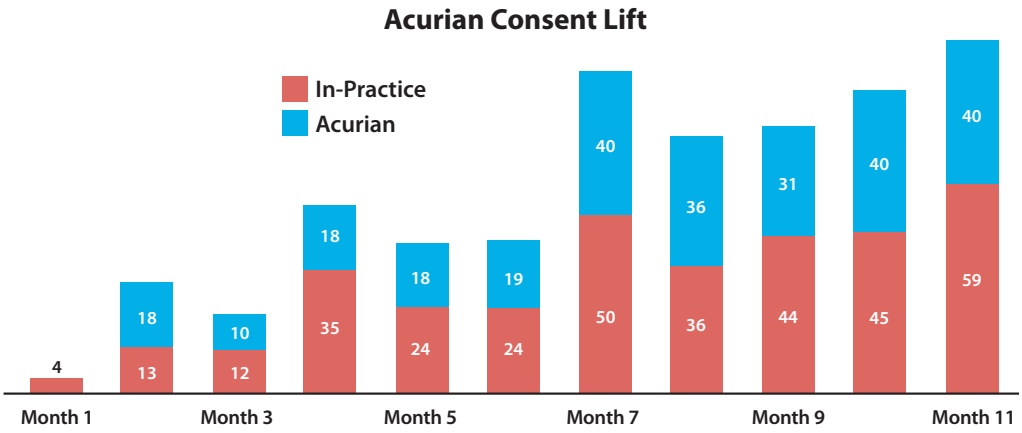
*First Office Visit (FOV) is defined as when a pre-qualified Acurian referral physically presents at the research site for the consent visit.

(see other side for campaign results)

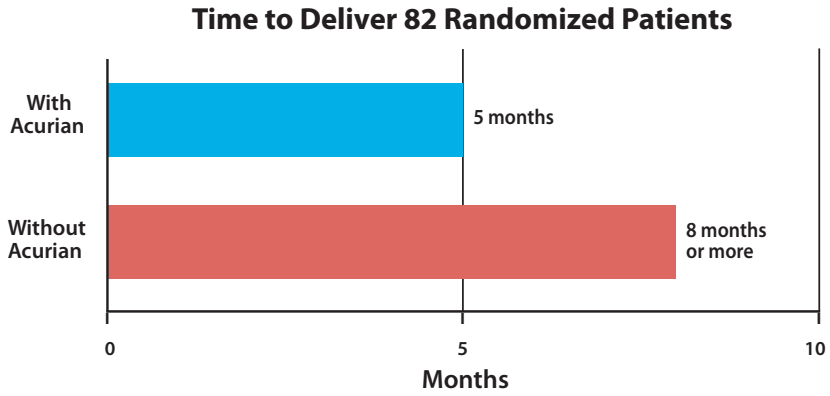
Campaign Results

Acurian delivered as promised:

- We contributed 271 consented patients and 82 randomized patients.
- We delivered 34% of the total enrollment goal.



Because Acurian increased site productivity by 49%, enrollment was completed 60% faster compared to how sites alone would have performed.



Acurian
The Global Enrollment & Retention Specialist

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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