

ACURIAN CASE STUDY:

Predictable, reliable, and
measurable results



Acurian Saves Eight Crucial Months of Enrollment Time for a Global Gout Program

This phase III global program, involving four protocols and approximately 300 sites, was critical for a sponsor striving to make its compound the leader in a potential \$1B gout market.

The Enrollment Scenario

After five months of limited results with another recruitment vendor, sites' databases were exhausted and all were significantly behind in enrollments.

Month 5: Acurian was hired for a three-month program to deploy 200,000 marketing letters to its internal database of gout patients, as well as select online and traditional media placements.

Month 7: The program was so successful that the sponsor gave Acurian a seven-month assignment, under a performance-based model, to provide central recruitment support to 252 sites in the US and 100 sites in Canada, Australia, New Zealand, South Africa, Belgium, and Germany. Throughout, Acurian worked closely with the sponsor's two CROs.

Month 15: Acurian exceeded the sponsor's expectations by delivering 2,027 consented and 525 randomized patients. Importantly, this saved the sponsor eight months or more of critical enrollment time.

How We Did It

The US Marketing Campaign

- Direct mail to patients (through an agreement with a major US pharmacy chain) who lived near study sites and were taking specified gout medications
- Direct mail targeted to potential patients within Acurian's proprietary database of 100+ million people with self-reported health related conditions and who have opted-in to be contacted for clinical trials
- eRecruitment (social media, online health networks, keywords, etc.)
- Print and TV ads in select markets
- Study branded web landing page
- Recruitment materials for sites

X-US Marketing Campaign

- eRecruitment
- Site-based recruitment and support materials
- Placement of ethics committee approved advertisements in Germany and Belgium

Centralized Pre-screening

- All respondents were prescreened in their language using centralized online portals and a global network of call centers.
- The use of IRB-approved screeners ensured uniformity across all respondents.
- The securing of territory-adjusted data privacy permissions allowed Acurian to use the information to identify which respondents came from specific marketing activities and report back how many referrals, consents, and/or randomizations the sponsor yielded from its investment.

Lessons Learned and Problems Solved

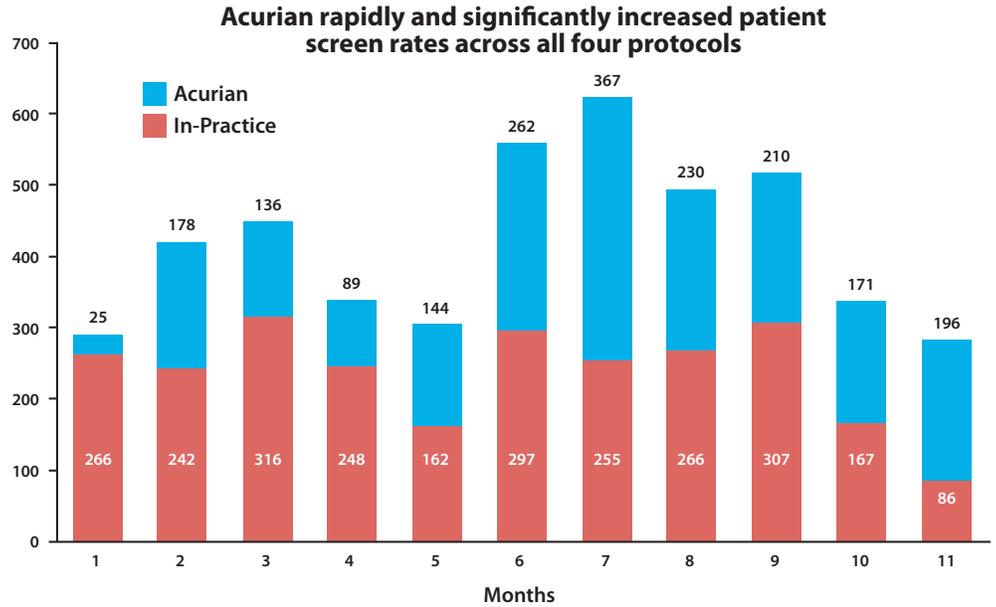
Issue: Lower-performing sites drag down overall enrollment efficiency. The key to better enrollment performance is to focus on sites that actively work with Acurian's referred patients and schedule their first office visit (FOV) in a timely fashion. In a typical clinical trial, sites stratify into four tiers of performance based on FOV efficiency.

Solution: After deactivation of Tier 4 (lowest performing sites), there was a demonstrable increase in FOV performance once support was refocused on top tiered sites.

(see other side for campaign results)

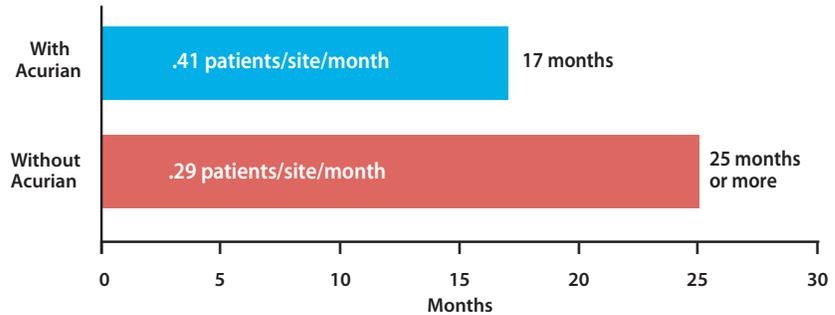
Campaign Results

Acurian exceeded the sponsor's expectations by delivering 2,027 consented and 525 randomized patients. Overall, Acurian delivered 30% of the study's randomizations.



Time to Enroll 525 Patients

Because Acurian increased the overall site enrollment rate by 42%, enrollment was completed 47% faster compared to how sites alone were on track to deliver.*

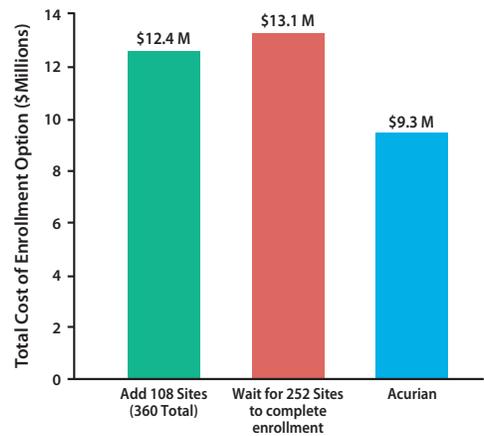


The Cost Efficiency of Acurian*

Acurian central recruitment cost \$3.8 million less than waiting 25 months or more for sites to find enough patients and \$3.1 million less than adding 108 sites (for a total of 360), which would have been required to reach the same enrollment volume in the same period of time.*

*IMS CRO CostPro® analysis

Cost of Enrollment Options



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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