

# ACURIAN CASE STUDY:

Predictable, reliable, and  
measurable results



## Acurian Quickly Closes a Critical Enrollment Gap for an IBS Study

This small pharmaceutical company was in a race to be first to market for diarrhea-predominant Irritable Bowel Syndrome (IBS), a market with multi-billion dollar potential. An 11-month enrollment timeline was critical to the successful completion of a two-protocol, phase III program.

### The Enrollment Scenario Was Challenging

- At study start, the sponsor hired a CRO to activate 560 clinical trial sites.
- By Month 4, the Site Enrollment Rate began to decline, and another CRO was hired to add 45 sites for a total of 605.
- Sites continued to struggle to find enough patients. On its current course, enrollment would be delayed by at least three months.

### Realizing that it needed a more reliable enrollment solution, the study team hired Acurian.

#### Within a month, Acurian designed and launched a full-service, four-month patient enrollment solution:

- eRecruitment (social media, online health networks, keyword search)
- Direct mail to a subset of over two million opted-in IBS sufferers within Acurian's proprietary database of 100+ million households
- Print ads in select markets

### Sites eagerly accepted Acurian's pre-qualified referrals.

Some sites scheduled referred patients as quickly as three days after the program launch. Over 95% of the sites opted in to participate in our campaign.

### Acurian quickly identified and resolved two site issues, enabling enrollment to stay on track.

**Issue 1:** Sites were initially dismissing referrals who were not previously diagnosed with IBS. If this continued with the majority of sites, the impact of the campaign would have had to be reevaluated.

**Solution:** Acurian and the sponsor sent a collaborative communication to make sites aware that undiagnosed patients should be brought in for screening and assessment. Both Acurian and the CROs followed up personally with identified sites to ensure their willingness to accept non-diagnosed referrals.

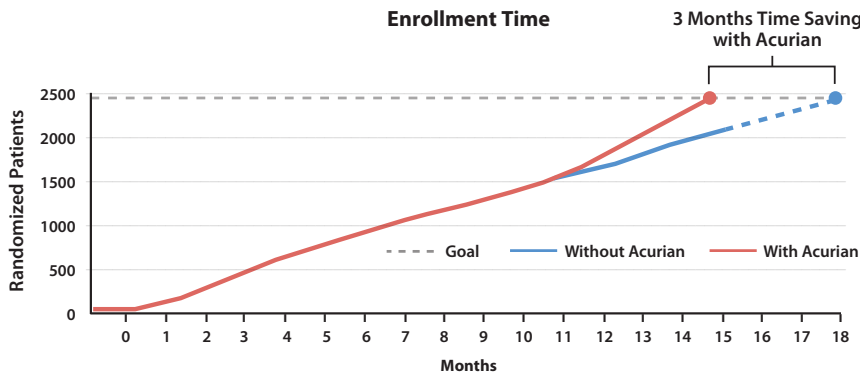
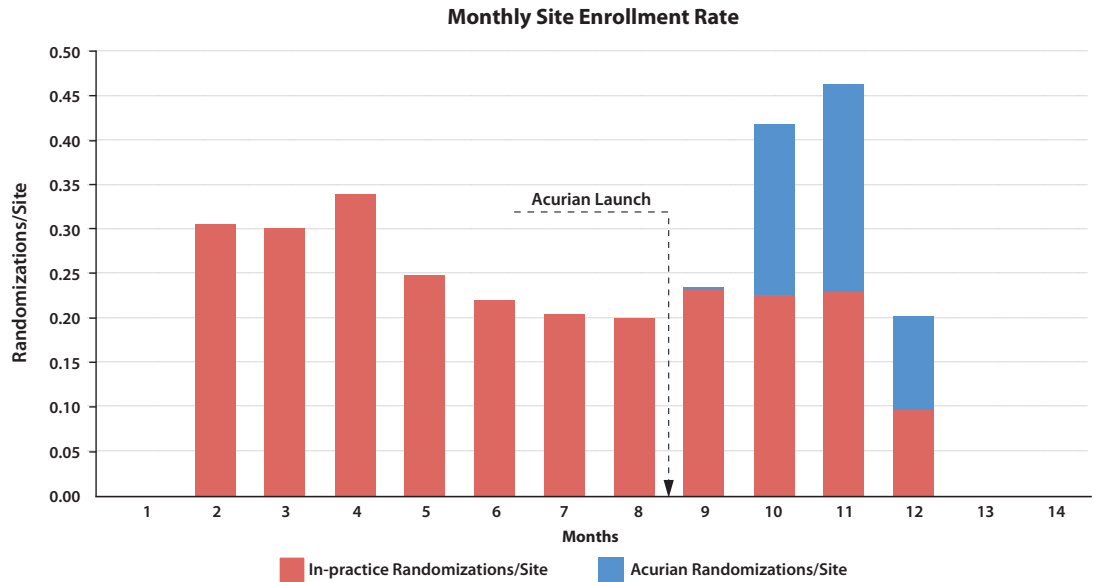
**Issue 2:** A few GYN participating sites could only accept female referrals.

**Solution:** Acurian quickly implemented pre-screener logic to insure that only female referrals would be sent to GYN-specific sites.

*(see other side for campaign results)*

## Program Results

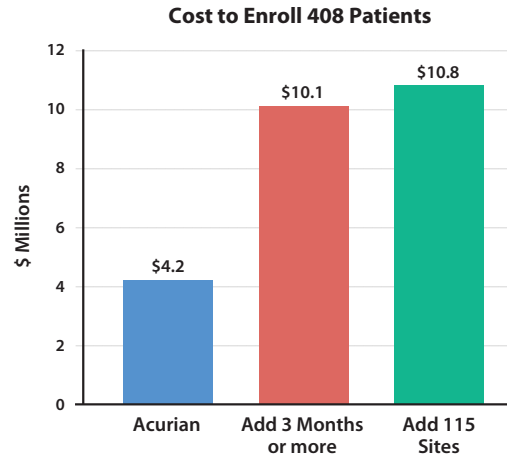
Acurian quickly delivered 408 randomizations (17% of total randomizations) and increased the Site Enrollment Rate by 20%.



Acurian shortened the enrollment timeline by 3 or more months.

## Acurian Was A Cost-efficient Alternative to Adding Sites or Time

Based on sites' original enrollment rates, the sponsor would have had to add 115 sites and/or three or more months to the enrollment timeline to meet its randomization goal. An IMS CRO CostPro® analysis was conducted to compare the cost of Acurian to those two options. Acurian cost \$5.9 million less than extending timelines and \$6.6 million less than adding 115 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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