

# ACURIAN CASE STUDY:

Predictable, reliable, and  
measurable results

## Acurian shortens enrollment by 7 months for a crucial migraine Phase IIb study

It's no surprise that doctors enthuse about the new CGRP class of migraine prevention drugs currently under development. More than 36 million Americans suffer from migraine attacks, and of these, about 4 million have chronic migraine.

The stakes couldn't be higher, or the race fiercer, for this Top 10 sponsor. Much was riding on this episodic migraine clinical trial, as this compound could be the first to market with its potential treatment for the prevention of migraine.

The clinical trial team knew that intense competition for study candidates and the migraine frequency criteria would make it difficult for sites to find enough patients on time. Since the clinical trial team couldn't afford any delay in enrollment, Acurian was hired prospectively to bolster enrollment rates for 38 of the sponsor's sites.

Acurian's strategy focused on finding pre-qualified external patients, then supporting them through the entire referral conversion process.

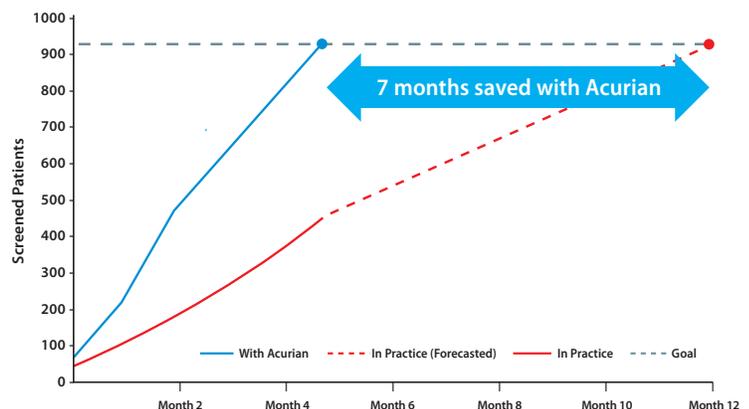
- The marketing campaign included direct-to-patient outreach utilizing our proprietary 100+ million opted-in patient database (including 10+ million migraine sufferers), online advertising and a study-branded web landing page.
- All respondents were centrally pre-screened, and only the most qualified candidates were referred to sites.
- The Enrollment Optimization team and Site Strategy Consultants worked directly with the sites to ensure that no Acurian referral dropped out unnecessarily.

Acurian delivered exactly as promised. In just five months:

- Acurian patients accounted for 51% of screened patients.
- Acurian delivered 56% of the study's total randomizations.
- The Screen Failure Rates among Acurian patients were lower than among in-practice patients.

	Source of Screened Patients	Source of Randomized Patients	Screen Failure Rate (SFR)
Acurian	4,839 (51%)	262 (56%)	46%
In-practice	455 (49%)	205 (44%)	55%
Overall	938 (100%)	467 (100%)	50%

As a result, Acurian shortened enrollment time by 7 months.



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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