

# Acurian Advantage: A Commercial Success Story



## Thanks to Acurian, A Sponsor Won its Race to Market with a New Class of OIC Drug

**Opioid-induced constipation (OIC) is projected to hit \$2.8 billion by 2022**, according to Credence Research (March 2016 report). Growth for this market will come from the introduction of several new drugs, including this sponsor's compound, which would be the first to market in a new class.

**For the sponsor, the financial stakes were enormous.** Being first to market could mean capturing a major slice of a multi-billion dollar pie, and double-digit royalties would be possible based on worldwide sales. Hence, every day counted, and being able to abbreviate clinical trial timelines was crucial to the company's commercial success.

**Acurian was hired at study start, because the clinical trial team needed to be certain of reaching their enrollment goals on time.** Our patient-first approach delivered 44% of all study randomizations (924) across 401 sites, and increased the site enrollment rate by 77%. As a result, the sponsor averted a potential one-year, or more, delay.

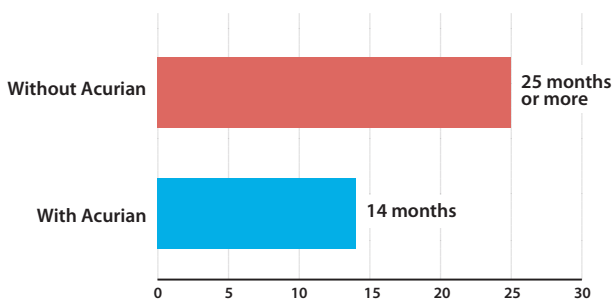
Subsequent timelines were met, the drug received FDA approval, and the sponsor was able to leapfrog its major competitor to market.

**Acurian provided budget certainty and cost-efficiency, as well.**

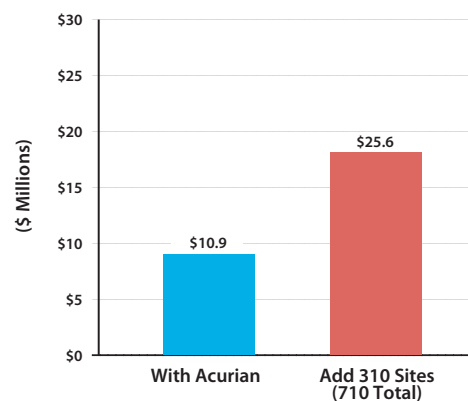
By selecting Acurian's patient-first vs. site-first option for closing the enrollment gap, the clinical trial team made a very cost-efficient decision.

- Given the actual in-practice site enrollment rate, the sponsor would have needed to activate another 310 sites (for a total of 711) to meet its randomization target in 14 months -- a very costly and uncertain option.
- Acurian was able to deliver enough randomizations to complete enrollment for \$13.9 million less than the cost of adding sites.\*

**Time Required to Enroll 924 Patients**



**Cost to Deliver 924 Randomized Patients**



\*IMS CRO CostPro® analysis



## 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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