

ACURIAN CASE STUDY:

Predictable, reliable, and
measurable results



Acurian Saves Up to 76 Months of Enrollment Time For this Pediatric Depression Program

With this Phase III, two-protocol program, the sponsor hoped to extend the label of its antidepressant drug to children and adolescents.

Once enrollment began, sites' enrollment rates were far below expectations.

- Children rarely say, "I'm depressed".
- Parents may not recognize the symptoms, know how to communicate with their child about depression, or feel comfortable acknowledging their child's depression.
- Parents are particularly reluctant to enroll their children into antidepressant studies.
- The protocol required numerous weekly appointments

Faced with these challenges, the clinical trial team realized that its timelines were unrealistic and that reaching randomization goals would be extremely difficult, if not impossible, without Acurian's reliable enrollment support.

Acurian was hired to support 89 sites in the US and Mexico over 16 months.

Acurian surveyed several thousand households about childhood depression, then designed two sets of materials: one for parents of young children and one for parents of adolescents. Selected materials were customized to country-specific needs, and great care was taken to meet the sponsor's health literacy standards.

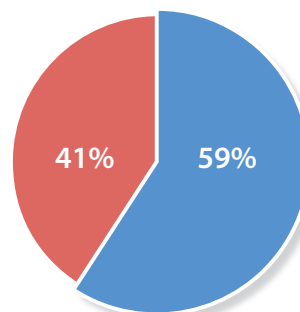
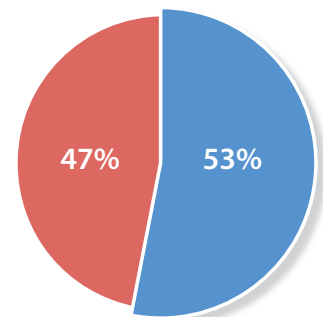
Campaign Tactics

- Direct mail (US only) targeted to 7.7 million opted-in depression contacts (30% indicating children in household) from Acurian's proprietary database of 100+ million households
- eRecruitment (online health networks, keyword campaigns, display ads, social networking)
- Television, radio, print
- Education video for parents
- Website landing page

Program Results

Acurian contributed 393 enrolled patients (53% and 59% of Randomizations for Protocol 1 and 2, respectively).

Contribution of US
Randomizations
Protocol 1



Contribution of US
Randomizations
Protocol 2

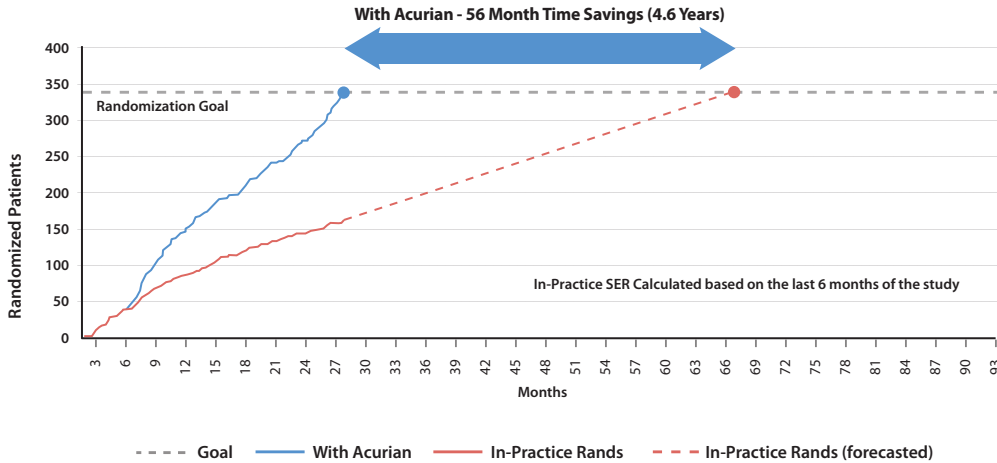
■ Acurian ■ In-practice

(see other side for campaign results)

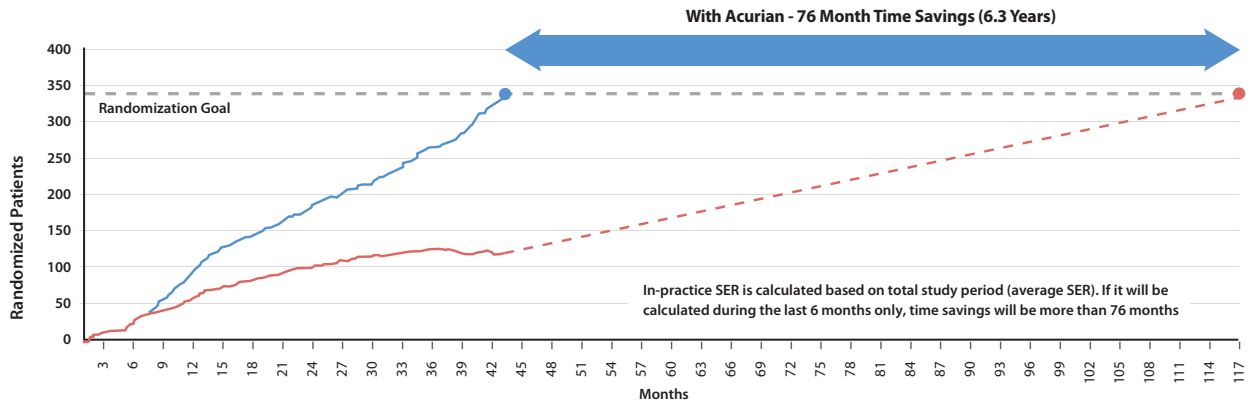
Program Results, Continued

Acurian saved 56 months and 76 months of enrollment time for Protocol 1 and Protocol 2, respectively.

Enrollment Time Saved Protocol 1

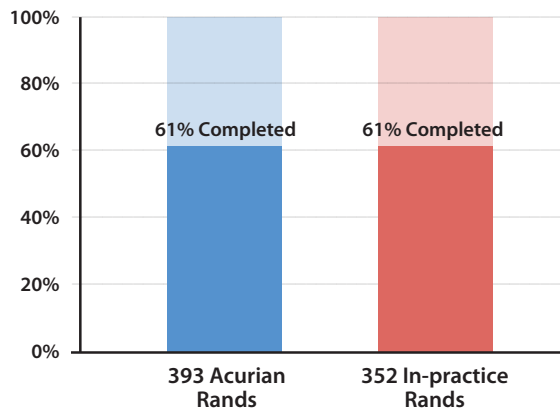


Enrollment Time Saved Protocol 2



Analysis also showed that the quality of Acurian patients was similar to in-practice patients, with 61% of both groups completing randomized treatment.

Percent of Patients Completing Randomized Treatment



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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