

ACURIAN CASE STUDY:

Predictable, reliable, and
measurable results



In just three weeks, Acurian helped two T2D clinical trials get back on track. The sponsor won the race to market against two major competitors.

The sponsor began a fierce race in the diabetes space with its phase III clinical trials for a new class of drug for type 2 diabetes. The competition was stiff, but the race was worth winning. If approved, sales were projected to hit \$1.5 billion by 2018 in a market for type 2 diabetes drugs that will nearly double to \$50 billion by 2022.

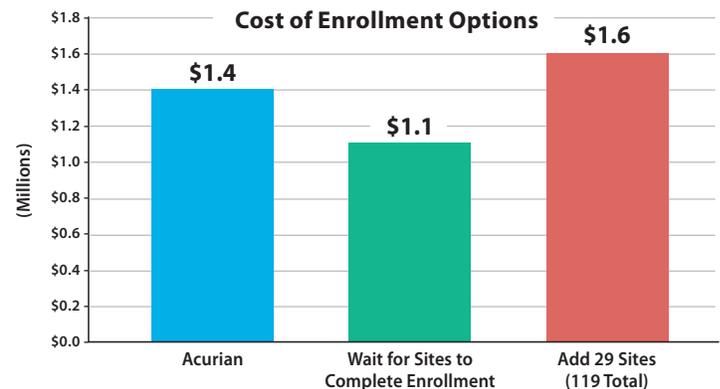
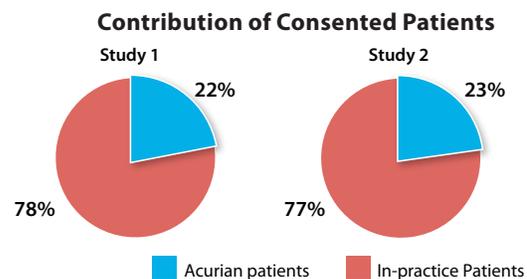
The clinical trial team faced difficult enrollment challenges. The protocol inclusion and exclusion criteria were very limiting, and at the same time, competitive studies were seeking the same patient profile. Finally, there was a limited timeframe for initial recruitment and screening at the site level.

Six months after study start, the clinical trial team realized that enrollment deadlines would be delayed without external patients. Acurian was hired to deliver 250 consented patients to 118 US sites in just 3.5 weeks. Acurian quickly designed a comprehensive online and direct-to-patient recruitment campaign that also included pre-screening of all respondents and a dedicated patient and site team.

Acurian's campaign launch date took place ahead of schedule, sites were engaged, and we exceeded our goals. We generated 2,036 referrals and 433 consented patients (133 over goal) within 3.5 weeks. Acurian contributed 22% and 23% of all consented patients for Study 1 and Study 2, respectively.

Acurian got enrollment back on track and prevented a 2-month or greater delay for both protocols.

Acurian was more cost-efficient than other enrollment options: Based on an IMS CRO CostPro™ analysis, Acurian was estimated to cost \$200K less than adding enough sites to reach the same enrollment volume in the same period of time.



In spite of losing the lead to market due to regulatory-related delays, the sponsor won its race against two other major competitors.



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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