

ACURIAN CASE STUDY:

Predictable, reliable, and
measureable results



Acurian Doubles Enrollment Rates of US Sites to Rescue a Global Diabetes Study

This was a critical phase III trial designed to be the most important study in this sponsor's upcoming FDA submission for an innovative new Type 2 diabetes treatment.

The Enrollment Challenge

US Diabetes Market:

- Fierce competition among existing trials for patients.
- Lack of patient urgency to participate, since most are well controlled.
- Certain patient segments in which T2D is most prevalent are less likely to enroll in clinical studies.

Protocol:

- Acurian predicted and validated that 94% of interested diabetics would not qualify during pre-screening due to highly restrictive I/E criteria.
- Participants faced difficult study requirements (additional injections, frequent finger sticks, and long study duration).

The Enrollment Scenario

- **Study start:** As part of a global study, the sponsor selected 70 diabetes specialty sites in the US anticipating completion of enrollment in 4.5 months.
- **Month 2:** The enrollment rate was much lower than anticipated, and the clinical trial team realized that without support, timelines were in significant jeopardy.
- **Month 3:** Acurian was hired to provide enrollment support for two months, then was asked to continue its efforts for another two months.
- **Month 8:** Enrollment concluded, accelerated by several months via Acurian, compared to how sites alone were on track to deliver.

How We Did It

Acurian quickly designed and launched a full-service recruitment campaign. Diabetes is Acurian's number one specialty, having supported over 4,200 diabetes sites and delivered over 5,000 randomized patients to diabetes sites worldwide. We used:

- Direct mail targeted to potential patients within Acurian's proprietary database of 100+ million people with self-reported health related conditions and who have opted-in to be contacted for clinical trials (including over 10 million diabetes sufferers)
- eRecruitment tactics (social media, online health networks, search, etc.)
- Print ads in select markets

Lessons Learned

Even the most capable sites were receptive to Acurian's recruitment support*.

- 81.3% of respondents rated Acurian's support as "helpful" or "extremely helpful."
- 93.8% would request Acurian support again if the sponsor launched another study.
- 82% would prefer the option to receive recruitment support upon site initiation, rather than wait one or more months after enrollment to receive support.

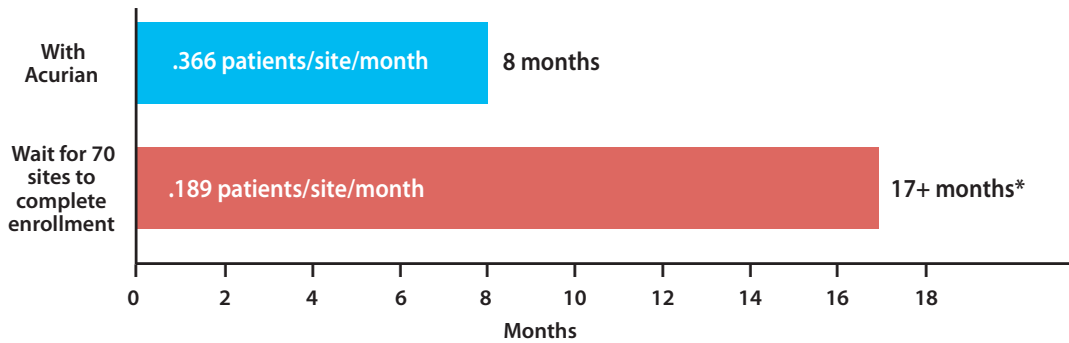
* Based on a post-project survey among sites

(see other side for campaign results)

Campaign Results

The clinical trial team's decision to support US sites with centralized recruitment was an excellent one. Acurian exceeded its commitment (105% of goal) and delivered 120 randomized patients within budget, providing an excellent return on investment.

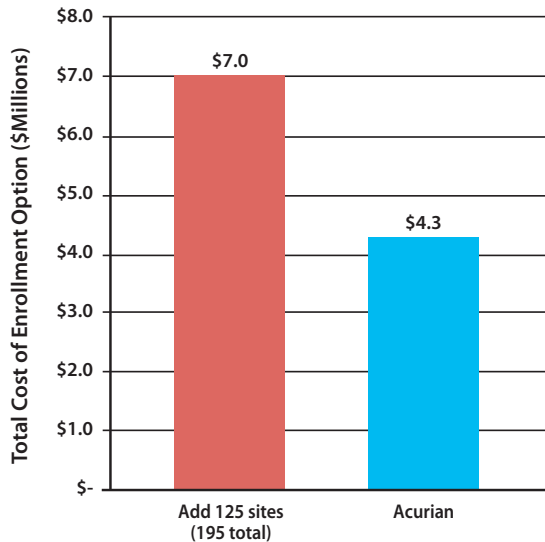
- Acurian increased sites' enrollment rates by 94%.
- Acurian contributed 48% of all patients enrolled in the US.
- Enrollment was completed 113% faster compared to how sites alone were on track to deliver*.



The Cost Efficiency of Acurian

Acurian cost \$2.7 million less than adding 125 sites (for a total of 195) which would have been required to reach the same enrollment volume in the same period of time.*

* IMS CRO CostPro® analysis, based on US site productivity



**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.

www.acurian.com
enrollment.certainty@acurian.com
223420144

United States
Horsham, Pennsylvania
215.323.9000

Europe
Cambridge, United Kingdom
+44 1223 374799