



Acurian on...

Delivering Patient Quality

Acurian Advantage: Database

In the realm of clinical trial recruitment, there has been some concern that patients from outside the investigators' practices are not as qualified or will drop out of a study at a higher rate than those supplied by the sites.

Today's trial sponsors are casting a critical eye on patient quality; however, quality means different things to different people. Some common industry measures of quality include patients' study eligibility (a.k.a. the **screen fail rate**) or their reason for participating (i.e., "professional patients" who enroll in trials primarily for the financial reimbursement, versus those who are "doing the study for the right reasons").

Or, a sponsor's primary concern may be one of these issues related to the quality of data obtained from patients:

- Compliance with the study protocol
- Placebo response (Monitoring for this response is especially critical in CNS/psychiatry trials such as depression.)
- Completion (retention) rates of enrolled patients (i.e., how long they stay in the trial).

With these criteria in mind, how does Acurian ensure patient quality that is comparable to sites' in-practice patients?

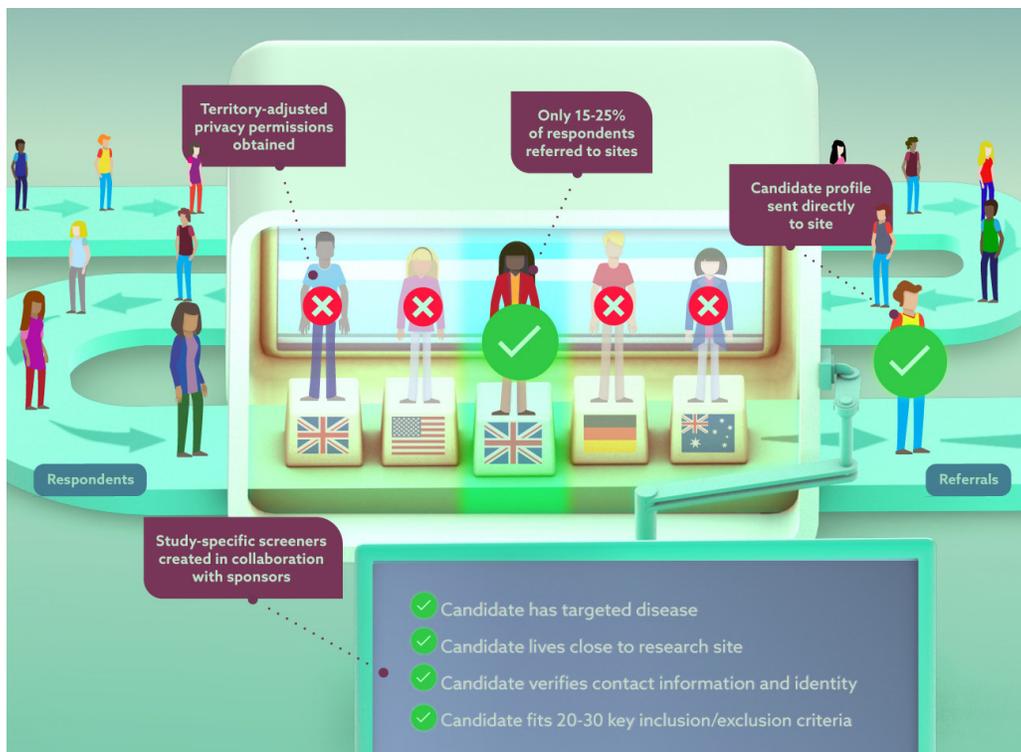
Acurian recruitment efforts always start with clinical insights derived from a historical performance database of over 17 million pre-screened trial candidates. These are highly motivated patients who have specifically expressed their interest in clinical trials, making them much more likely and better quality participants.

The database is constantly growing and improving, supplemented by quantitative and qualitative feedback from our Patient Advisory Board, patient panels, patient surveys and patient advocates across disease areas and protocols.

Acurian Advantage: Pre-Screening

More and more sponsors are gaining an appreciation for the fact that the majority of patient recruitment work and evaluation happens during the pre-screening process. Acurian centrally pre-screens every respondent using comprehensive, regulatory approved pre-screeners to confirm an initial level of study eligibility. The science of the protocol determines the rate of patients that will ultimately qualify (i.e., screen pass).

Sites receive only pre-qualified candidates after Acurian has pre-screened them against key protocol-specific I/E criteria and verified their contact information. Our pre-screening methods are so robust and selective, on average, less than one-quarter of all respondents are referred to sites for further screening and processing, so they know we're not wasting their time with inappropriate candidates. The site ultimately decides which of the Acurian patients to consent. Acurian can even offer contractual protections in the rare instance that our screen fail rate is higher than that of the sites.





Acurian Advantage: Site-Endorsed Service

Typically, sites can find only 50-75% of pre-qualified patients for a given trial in their own database. Acurian helps sites in generating more pre-qualified referrals.

In several 2016 TechValidate surveys of clinical investigator sites using Acurian, 77% of surveyed organizations rated Acurian's pre-screened study candidates as better than those of other patient recruitment companies they have worked with, and equal or better in quality compared to a typical respondent from their own patient recruitment outreach.

Numerous clinical investigator sites have offered testimonials as to the quality of Acurian referred patients:

“Acurian has provided quality and motivated referrals that have helped to augment our recruitment efforts. Enrollment and revenue have increased as a result.”

– Michelle Makris, Director of Marketing and Patient Recruitment, Atlantic Clinical Research Collaborative

“We found that [Acurian] referred patients were more informed; this made screening and enrollment to our different studies much easier.”

– Brunilda Ortiz-Lopez, Patient Recruitment Coordinator, Mid Hudson Medical Research

“The patients referred [by Acurian] have been of high quality, and there have been only rare occurrences where further pre-screening was needed.”

– Marisa Sibley, Lead Clinical Research Coordinator, ClinPoint Trials



Acurian Advantage: Patient Completion/Retention

Data collected by sponsors indicates Acurian patients' screen fail, completion and retention rates are in line with the studies overall, and in some cases, better. Patients from Acurian are motivated to:

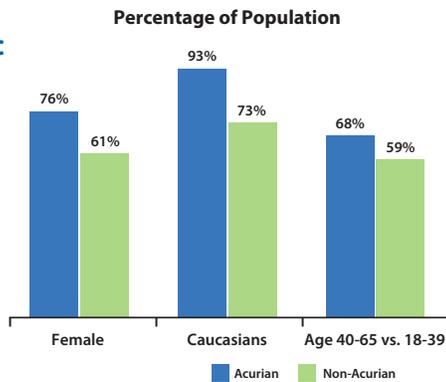
- Seek out a clinical trial
- Answer a pre-screener
- Go to a new doctor's office
- Review a lengthy consent form and make the decision to participate
- Share their medical history with the new doctor and his/her staff.

While there is attrition at each of these points for patients who are not motivated or decide a particular trial is not right for them, by the time a patient from Acurian consents, it is because they *want* to participate in the trial.

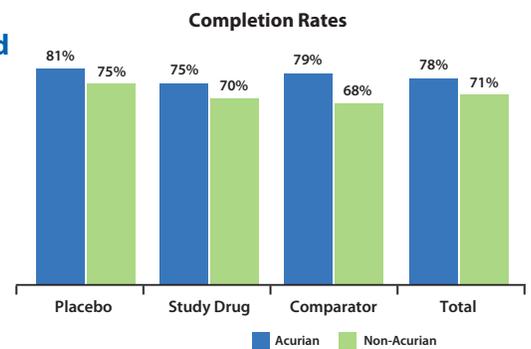
Analyses of numerous sponsor programs confirm that not only did Acurian deliver the number of randomized patients as projected, but the Acurian patient quality was as good, or at times even better, than that of in-practice patients. Acurian's placebo response rate was also comparable to the sites' own.

For example, the sponsor of a four-protocol program for Major Depressive Disorder conducted an independent analysis that determined the rate of response (Montgomery-Asberg Depression Rating Scale [MADRS] total score changes) was similar for both Acurian and non-Acurian patients across all four protocols, and Acurian patients completed treatment at a higher rate than non-Acurian patients across all protocols.

Demographic Information: 4 Protocols Combined

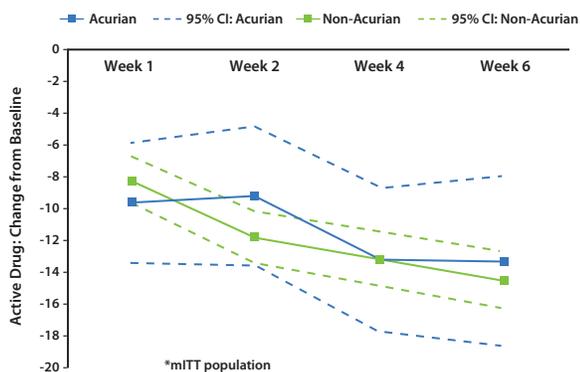


Completed Randomized Treatment: 4 Protocols Combined

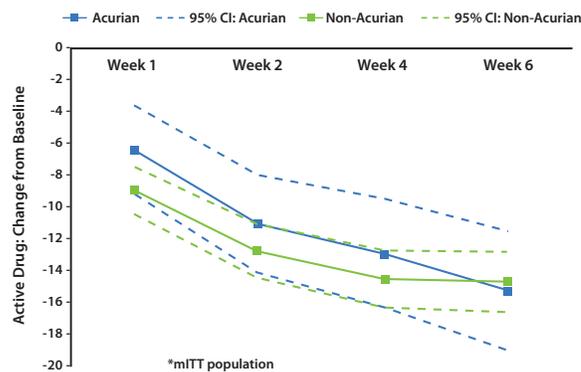




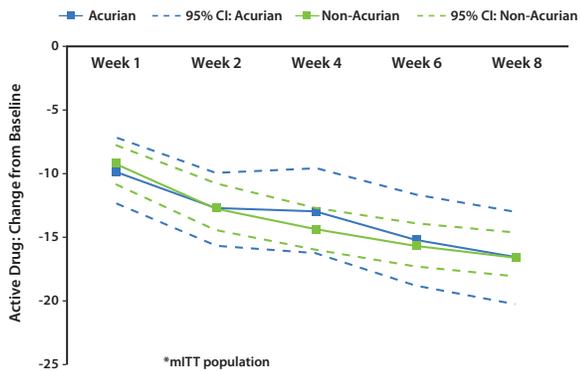
MADRS Total Score Change from Baseline*: Protocol 1



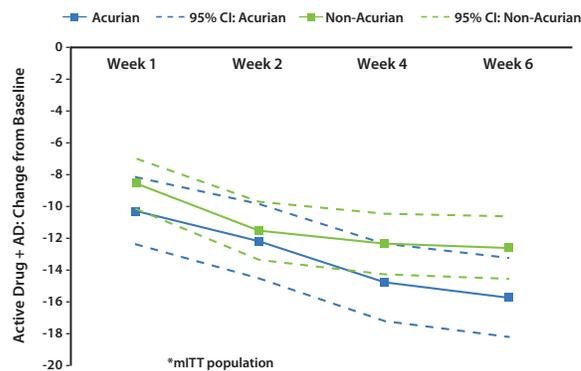
MADRS Total Score Change from Baseline*: Protocol 2



MADRS Total Score Change from Baseline*: Protocol 3



MADRS Total Score Change from Baseline*: Protocol 4



Similar results have been documented in other therapeutic areas such as diabetes (in which Acurian patients were of equal quality to in-practice subjects with regard to completing/reaching visits) and pain management (in which 70% of Acurian patients completed treatment, vs. 69% of in-practice patients).



Patient Quality Backed by Commercial Terms

No matter how a sponsor views patient quality, the benefits of engaging with Acurian should not be overlooked. In hundreds of clinical trials, we have demonstrated that timelines can be reduced, operational efficiencies improved, and enrollment goals reached without sacrificing any measure of patient quality.

Our ability to consistently achieve patient consent or randomization milestones – and price our commercial contracts on patient delivery – is a testament to our confidence in our patient quality.

