



Acurian on...

Patient Centricity and Enrollment Certainty

With the site-first approach to enrollment feasibility and completion continuing to struggle, sponsors are recognizing the need to embrace a patient-first strategy in order to complete enrollment on time or early. This requires truly understanding the patient as a potential trial participant relative to the study protocol, and owning the full patient experience, not just the trial journey.

The organization that understands the patient, controls the trial. Pharmaceutical companies can't directly own the patient experience in clinical trials, but, on behalf of the sponsor, a patient recruitment organization like Acurian can.

To be truly patient-centric, enrollment for clinical trials should emphasize the experience of patients, individually and collectively, not just the numbers they represent.¹ Quantitative information can be gleaned from experiential databases of pre-screened study candidates (from existing/previous trials) and supplemented with qualitative feedback received directly from patients and their representatives. For example, making connections through patient advisory boards and patient panels is an excellent way to gain insights from more than a single patient, as is engaging with unaffiliated patients who are not actively engaged with an official group, but who have created an organic community through social media or other online channels.²





PatientPulse

"The medicine helped me, and it's going to help a lot of people once this drug gets approved. It's not just about helping yourself. It's helping everybody else with your disease if it's a viable drug." – Crystal D., Acurian Advisory Board Member, Chronic Migraine

While the concept of patient centricity has only recently earned a place in the medical research spotlight, at Acurian, it has been the bedrock of our 20-year existence, having started the industry's first online patient and site portal for clinical trials.

Today, patient centricity remains a core aspect of our operating DNA. For example, PatientPulse is our patient-centric platform that drives enrollment feasibility and other trial insights with past, current and future trial candidates, utilizing high-touch assets including:

- Direct access to a proprietary recruitment database of over 100 million households
- Clinical insights derived from a historical performance patient database of over 17 million pre-screened trial candidates
- Quantitative and qualitative feedback from our Patient Advisory Board, patient panels, patient surveys and patient advocates across disease areas and protocols.

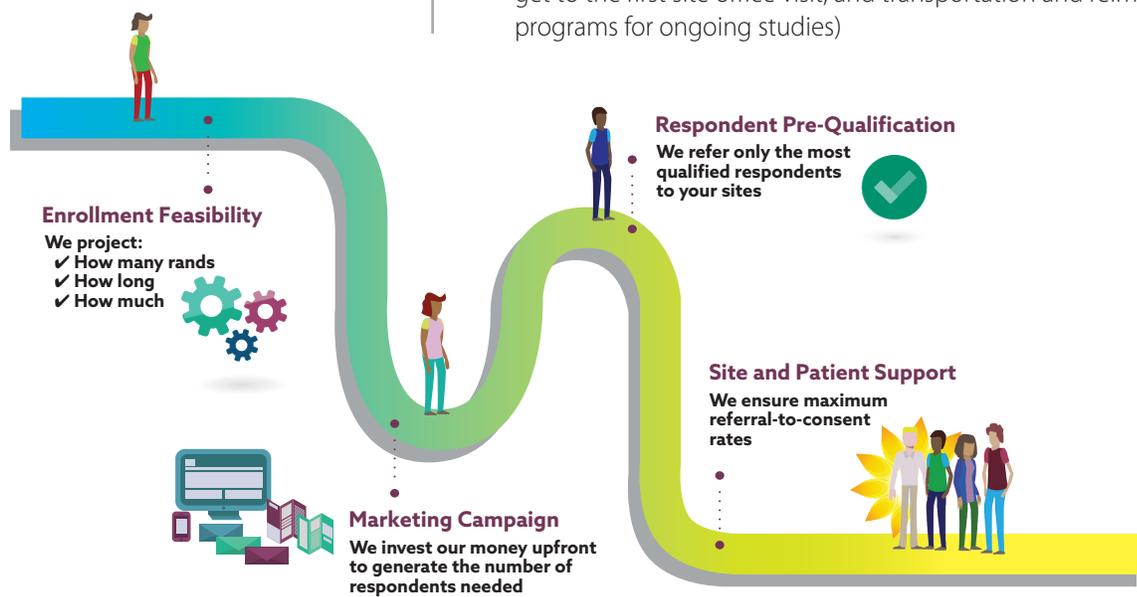
Through our hands-on Patient Advisory Board, we get to know our advisors as individuals rather than statistics, hearing their concerns, needs and motivations in their own words, and gaining a true understanding into their behaviors and decisions about trial participation. We then reach out to a much larger group of patients to validate the learnings from the advisory board, revealing key population-specific insights about protocols and study designs that affect enrollment and retention.

Combining Acurian's proprietary statistical and lifestyle data with a profound understanding of patients' core needs and desires allows us to achieve patient enrollment certainty (i.e., certainty of volume, time and budget for the clinical trial). PatientPulse is the reason why we can make this claim. Acurian becomes the site alternative: we plan the trial with the patients *first*, and then all other options become outlets to gain access to the patients. This patient-first solution reduces the reliance on sites and countries for enrolled patients.





PatientPathway



The PatientPulse platform covers *all* aspects of the clinical trial enrollment and engagement continuum, enabling us to accurately and objectively project how we deliver and retain patients in very exact ways. We specifically escort patients from response to randomization and beyond, with our PatientPathway process that incorporates:

- Highly predictive enrollment feasibility
- Multi-tiered global marketing campaigns
- Respondent pre-qualification/pre-screening in any language by phone or web
- Patient engagement support (e.g., services to help each referred patient get to the first site office visit, and transportation and reimbursement programs for ongoing studies)

By viewing patients as whole human beings with hearts, minds and spirits, and cultivating strong personal relationships, we own the total patient experience; therefore, we can deliver qualified patients directly from the general population when we say we can. Our insights and expertise in patient profiling lead to the most cost-effective price per patient, as well as greater patient compliance and retention.



Early Engagement, Trial Planning

Before a trial even launches, patient-centric insights can help drive protocol design, patient enrollment feasibility, site and country selection, Contract Research Organization selection, and budgeting. For example, Acurian leverages patient centricity for our early engagement consulting services.

These services rely on the PatientPulse platform to offer a scalable, consultative, patient-centric approach to trial planning. A contracted consulting engagement highlights the patient perspective, both prospectively through large surveys or personalized interviews, and retrospectively, based on Acurian's millions of data points garnered over 20 years of pre-qualifying study candidates and tracking real-world trial participants (across hundreds of protocols and diseases). These assets give us the ability to project how a given protocol and study design will play out in the real world in terms of enrollment accrual rates, site performance and patient participation throughout the study.

Thomas D.
Acurian Patient Advisory Board Member
Diabetes





Creative Concept Testing

According to ISR Reports, on average, patient recruitment professionals were testing their strategies, tactics and messages with potential trial participants less than 15% of the time. At Acurian, we see this as a missed opportunity. We continually enlist patient insights for creative concept testing, validation and optimization of our patient marketing campaigns.

In 2068, Ethan will be diagnosed with Alzheimer's.

There's something YOU can do to help now.

Now with research, early testing and intervention, you can be the generation that changes the course of Alzheimer's — for you, your family and millions at risk.

YOU can make a difference:

- Take a simple and confidential at-home genetic test
- Participate in a breakthrough gene-searching Alzheimer's prevention study that is bringing new hope for those at highest risk for Alzheimer's disease
- The Generation Study is the first to offer the accuracy of genetic testing in the research of prevention of Alzheimer's
- If you are 60 to 75 and ready to take action to help prevent Alzheimer's, find out how you can take the easy and confidential at-home saliva test. Visit www.generationstudy.com today!

One of the Most Important Weapons in the Fight Against Alzheimer's Disease

By taking a simple and confidential at-home saliva genetic test, you can advance research of prevention of Alzheimer's disease in people at highest risk. Right now, the Generation Study is searching for people age 60-75 who are ready to take action against effects of the disease and its possible impact on their children and future generations.

Now a simple at-home saliva genetic test can provide you with powerful possibilities:

- Power to research possible treatments that may prevent or delay symptoms
- Power to play an active and informed role in your healthcare
- Power to make a difference in Alzheimer's research for you, your family and future generations

Now it is possible. YOU can make a difference in the lives of others with Alzheimer's for Generations to come. Find out how you can take the easy and confidential at-home saliva genetic test. Visit www.generationstudy.com today

Comments on Recruitment Materials from Patient Advisory Board

"Simple and easy to read"

"Like the leading message – very personal"

"Clear, concise, and to the point"

"Image went with text"

"Important bullets should be larger font"

"Photos should be more applicable"

"Picture grabs you"

"Message is poignant"

"Secondary message too negative"

"Liked picture – profound – depicts what's really happening"

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Conclusion

The patient-centric approach to trial recruitment requires listening to patients' needs and wants and solving the problems they present in the best ways possible for *them*.³ As we continue to globally pre-screen an average of 10,000 people for active clinical trials every day, Acurian encourages dialogue and an authentic exchange to improve patients' individual experiences and bring meaning to the clinical trial journey.



¹ <http://www.pharmexec.com/beyond-buzzword-finding-your-patient-centricity>
(June 27, 2015)

² <http://www.pharmavoices.com/article/patient-centricity/>
(Nov. /Dec. 2014)

³ <http://www.pharmexec.com/beyond-buzzword-finding-your-patient-centricity>
(June 27, 2015)