

ACURIAN CASE STUDY:

Predictable, reliable, and
measurable results



Acurian Saves Over Three Months of Enrollment Time for a Phase IIb Gastroesophageal Reflux Disease (GERD) Study

The sponsor needed data from this study as quickly as possible in order to begin its phase III trial in patients with symptomatic GERD not completely responsive to proton pump inhibitors.

Enrollment challenges were creating a projected delay of more than three months.

The sponsor had hoped to randomize 260 patients in 13 months. However, once enrollment began, sites were running out of patients within their databases, and enrollment was falling behind. Five months after the start of enrollment, only 131 patients had been randomized.

Rather than add more sites, the clinical trial team hired Acurian as the most reliable solution for delivering the patients they needed to get their timeline back on track.

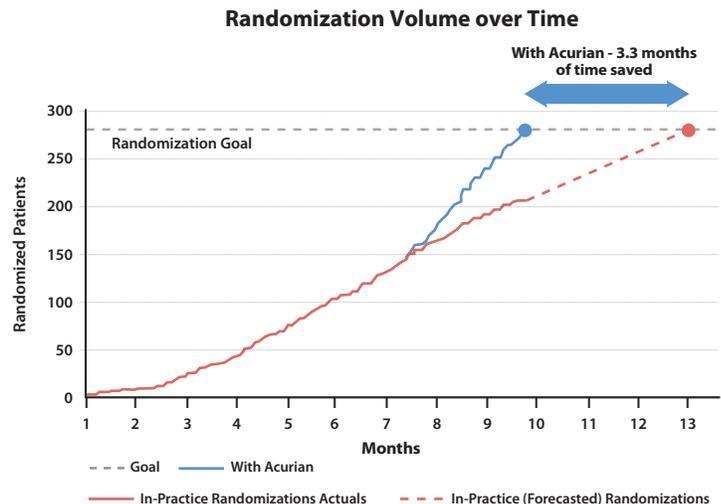
We created customized, geo-targeted enrollment campaigns that included:

- Direct mail targeted to opted-in GERD sufferers within Acurian's proprietary database of 100M+ households
- eRecruitment tactics (social media, online health networks, keywords, etc.).

Acurian accounted for 48% of randomizations from the point of engagement.

- To the sponsor's satisfaction, referral generation went extremely fast on this program, enabling screening to close earlier than anticipated.

As a result, Acurian saved 3.3 months of enrollment time for the sponsor.



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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