



Global Patient Engagement and Retention Services



**Customized, scalable, integrated solutions...
from one very engaged provider**

Engaged and Committed to Your Trial's Success

Acurian is the only company that offers patient engagement and retention by leveraging a centralized technology platform to ensure no patient is left behind regardless of the variability of patient support provided at the site level.

This platform, Retention Manager™, has a pre-programmed, protocol-intelligent design that combines the patient visit schedule with key variables of your trial design and patient population.

The result is a global patient retention solution focused on early and sustained patient engagement. This includes a combination of traditional and technology-driven tactics appealing to patients, caregivers, and site staff, while providing the most comprehensive tracking in the industry.

Understanding the Patient Journey

Each enrolled patient follows a path outlined by your study's unique visit schedule. Acurian works to thoroughly understand the patient population dynamics, enabling us to:

- **Determine** how study requirements might affect a patient's daily life
- **Customize** the patient engagement and retention program tactics
- **Apply** such tactics at the appropriate visit
- **Forecast** where along the journey attrition is most likely to occur

We map out all retention elements to create a seamless patient journey, and use Retention Manager to handle the logistics. The result is a combination of engagement tactics aligned with visits, provision of informational materials, as well as customized messages and reimbursement, all at the appropriate pace and timing.

Protocol-Customized Components

We package together components of our full suite of tactics to provide a customized solution that fits your protocol and patients. These components can include a combination of the following:

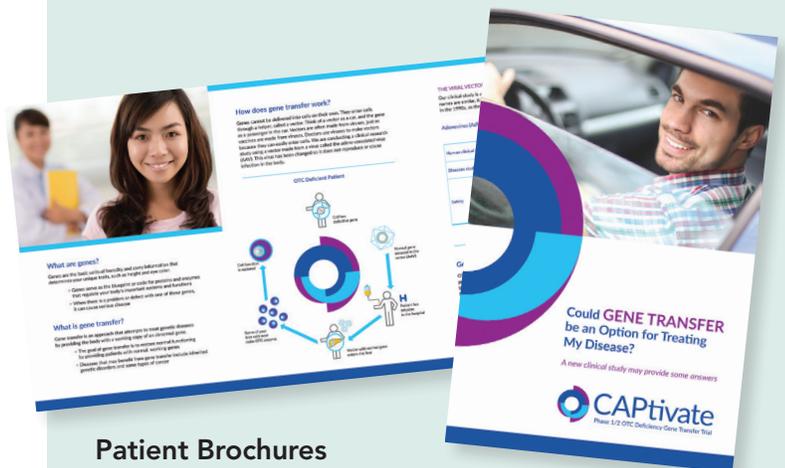
Patient Reimbursement Management

Our reimbursement solution provides patients with quick, convenient reimbursements for time and travel expenses, while removing the administrative burden from site staff. It's the most flexible program in the industry, allowing patients to choose between different payment types to fit their needs and/or country's regulations.



Patient Messaging and Communication Program

Communicating with patients at key study milestones is critical. Acurian removes this burden from busy site coordinators through an automated messaging platform that triggers communication via email, phone, or text.



Patient Brochures

Our patient welcome and retention participation brochures help get patients comfortable with and knowledgeable about your study so that there are no surprises that could affect drop-out down the line. They also function to facilitate consent in the retention program.





Patient Engagement Website

The customized website serves as an expanded companion to our patient brochures, allowing patients to access key study information and more details on the study-specific engagement components.



Transportation Management Services

Travel concierges secure and coordinate round-trip transportation between the patient's home and clinical site, including booking of ground transportation, hotels, and flights, as appropriate.

They make arrangements that meet visit schedules and patient needs according to sponsor-specific guidelines. Patients and caregivers appreciate this special attention and care, and they feel secure knowing reliable and trustworthy travel assistance is provided with no out-of-pocket expenses.

Lost to Follow-up (LTFU) Services

Acurian's standard lost to follow-up service, Patient ReConnect, is a no-risk service that helps sponsors and busy study sites find patients who go missing from the study.



Does it work?

Acurian has provided highly productive, very successful patient engagement and retention services to more than 30 clients and thousands of investigator sites. Our specialized personnel offer nearly 20 years of progressive experience.



Study-Branded Patient Materials

Not all patient-facing information is about high tech methods. There is value in the tangible touch and feel of other methods, including greeting and thank you cards, appointment reminder cards, educational cards, study newsletters, and more. These touch-points keep patients informed, interested, and engaged.



Programs from 30 to over 20,000 patients



Making the Case for Acurian

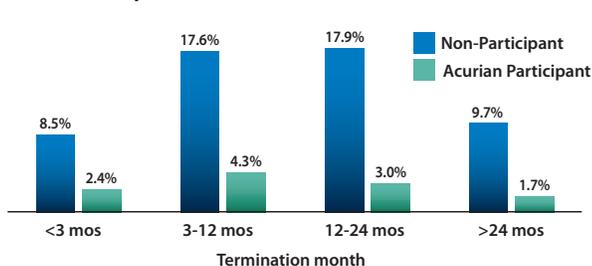
The metrics outlined in the following case studies illustrate how our patient solutions produce promising results for sponsors, sites, and engaged patients (those opted-in to our customized programs).

Cardiovascular Patient Outcomes in Large-Scale, Global Gout Trial: It was not surprising that this leading pharma company faced alarmingly high attrition. This trial required over 7,000 patients for 19 visits, over five years.

Our Unique Approach: A blending of our Retention Manager™ technology with health information-based retention techniques for patients:

- Helped sites efficiently administer overall patient engagement/communication programs
- Used sponsor's protocol design to manage ongoing site-to-patient communication
- Freed sites from administrative tasks (allowing them to focus on a patient-centric approach)

Drop-out Rate for 7,000 Gout Patients



Average cost of patient drop-out: \$13,765 (per patient). The patients who opted-in to the retention program dropped-out at a significantly lower rate. Without Acurian, the trial risked losing 407 additional patients (at an estimated cost of \$5,602,355). The sponsor's investment in our services was just under \$1M, saving over \$4M in patient drop-out costs.

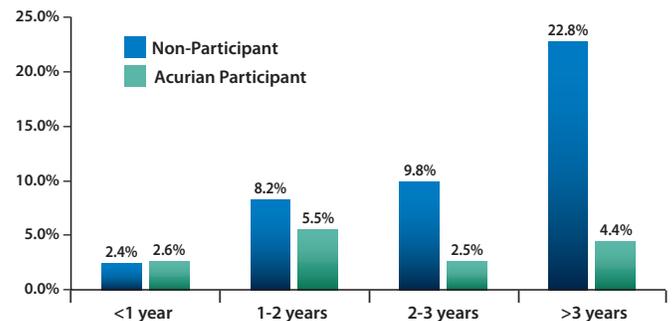
Osteoarthritis Patients with Cardiovascular Outcomes: This top-five pharma company was enrolling a very challenging, mega-safety study requiring over 20,000 patients. We were initially asked to help fill a large enrollment goal gap, which led us to support of the entire enrollment process.

While enrollment alone was challenging, the sponsor realized that a patient attrition solution was also needed.

Our solution: Highly customized mix of site and patient engagement tactics, including:

- Patient communication website to educate and engage patients
- Motivational/appreciation messages and educational videos
- Transportation services (servicing patients who would otherwise miss study visits)
- Lost to Follow-up (LTFU)/services to reconnect lost patient with sites and gather end-point data

Drop-out Rate for 24,000 Osteoarthritis Patients



We successfully met both the patient and site level challenges, including a sustained, direct campaign to site staff (stressing key benefits to our approach). Patients opting to participate stayed engaged at a higher rate than those who did not. This was particularly true as their years in the study increased (with patient value at its highest).



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

United States
Horsham, Pennsylvania
215.323.9000

Europe
Cambridge, United Kingdom
+44 1223 374799