

ACURIAN CASE STUDY:

Predictable, reliable, and
measurable results



Acurian Delivers Thousands of Patients and Accelerates Enrollment Timelines for a Global Multi-Protocol Lipid Lowering Program

A sponsor's injectable lipid lowering drug was in a first-to-market race against two competitors when it launched an eight-protocol, phase III global program. Six protocols were evaluating the LDL-C lowering efficacy, safety, and tolerability of the drug, and two studies were investigating its ability to reduce major cardiovascular events.

The clinical trial team faced significant enrollment challenges.

- Each study had substantial enrollment goals ranging from 300 to 17,000 patients.
- The sponsor was competing for patients across its own protocols, as well as against the two competitors' programs.
- The two cardiovascular outcomes studies had very difficult inclusion/exclusion criteria.

Six month after enrollment began, Acurian was hired to help accelerate enrollment timelines.

We supported four LDL and two outcomes protocols in the US, as well as the two outcomes protocols in Australia, Czech Republic, Germany, Hungary, South Africa and the UK.

Enrollment marketing tactics and support included:

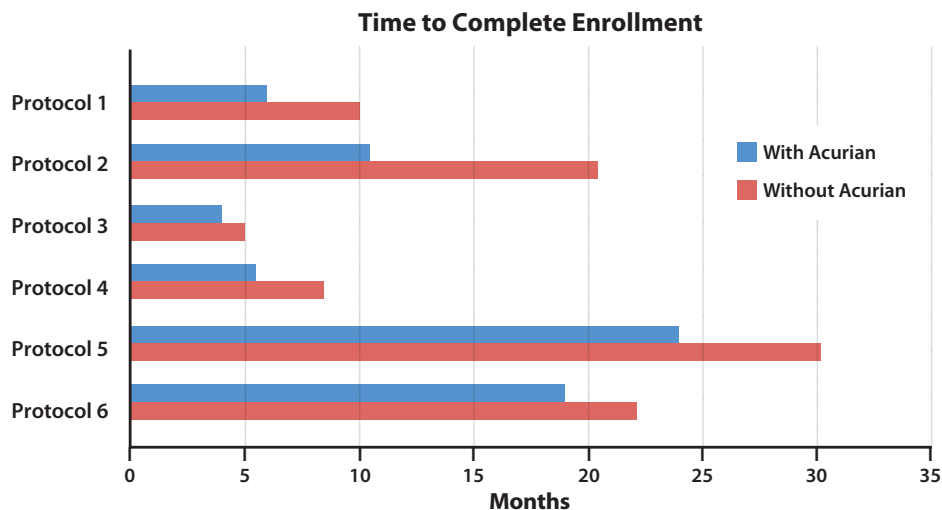
- Direct mail targeted to 7.3 million opted-in patients with high cholesterol from Acurian's proprietary database of 100+ million households
- E-recruitment (social networking, health communities/networks)
- TV and print media where appropriate
- A study-specific landing page and call center for online or live pre-screening
- Study-branded materials for all participating sites

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Acurian delivered 2,333 randomized patients to the program and accelerated enrollment timelines for every protocol.

- For the LDL protocols, Acurian delivered 29% of US randomizations during campaign implementation and 23% of US randomizations overall.
- For the outcomes protocols, Acurian delivered 33% of US randomizations during campaign implementation and 20% of US randomizations overall.
- Outside th US Acurian delivered 135 randomized patients.

	Randomizations Delivered	% Contribution Overall	% Contribution During Campaign	Enrollment Time Saved
LDL Protocols	746	23%	29%	
1	98	23%	35%	4 months
2	525	36%	47%	10 months
3	2	5%	7%	1 month
4	121	27%	27%	3 month
CVO Protocols				
	1,452	20%	33%	
5	691	21%	27%	6 months
6	761	19%	38%	3 months



**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
234920176

United States
Horsham, Pennsylvania
215.323.9000

Europe
Cambridge, United Kingdom
+44 1223 374799