

ACURIAN CASE STUDY:

Predictable, reliable, and
measurable results



Acurian Delivers 895 Patients and Saves an Average of Two Months for a Five-protocol Hypertension Clinical Trial

A sponsor began a multi-protocol, one-year phase III study to evaluate the safety and tolerability of its drug in subjects with essential hypertension.

The clinical trial team faced difficult enrollment challenges.

- Study participation was approximately ~12-17 months and required 10 study visits.
- Two protocols required specific contributions of African Americans.

Acurian was hired to deliver external patients across five protocols.

We employed a multi-protocol approach by pre-screening respondents through a single referral questionnaire across multiple protocols. This resulted in significant financial efficiencies for the sponsor. The enrollment campaign included:

- Direct-to-patient Outreach
- Broadcast Media
- Study-specific Website

In total, Acurian contributed 895 patients. Additionally, every protocol completed enrollment early with Acurian's support.

Acurian delivered 172 African American patients.

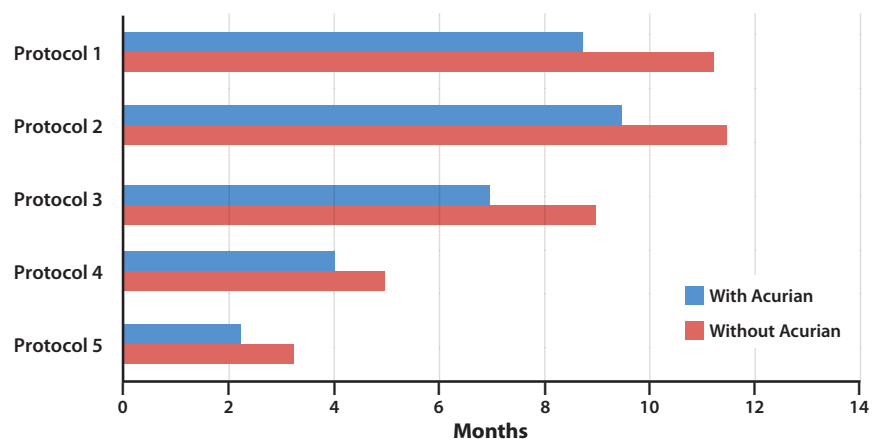
We overcame the enrollment challenges of a traditionally reticent minority population by:

- Leveraging our proprietary 100+ million household database of 9.1 million opted-in patients with hypertension, which includes ethnic information
- Implementing a TV media campaign using targeted creative and media placement

Acurian's Travel Reimbursement Program for three protocols increased the First Office Visit (FOV) rate.

- Provided travel reimbursement of \$25 to each patient completing the First Office Visit
- Quick payment facilitated through centralized debit card program managed by Acurian

Time to Enrollment Completion
Average Two-month Time Savings Across Five Protocols



**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
128520176

United States
Horsham, Pennsylvania
215.323.9000

Europe
Cambridge, United Kingdom
+44 1223 374799