

ACURIAN CASE STUDY:

Predictable, reliable, and
measureable results



Acurian Shortens Enrollment Time by Over Five Months for a Pediatric Asthma Study

A sponsor was in a tight race to market when it initiated a phase III, two-protocol clinical trial designed to evaluate the efficacy and safety of its inhaler-delivered drug in pediatric patients with persistent asthma.

Eight months into enrollment, the clinical trial team was facing major challenges and significant timeline delays.

- Spirometry and reversibility were causing high screen fail rates.
- As with most pediatric studies, daytime visits during the school year made it difficult for parents to participate.
- The study required consent of both parents.
- A placebo arm was challenging for some countries outside the US.

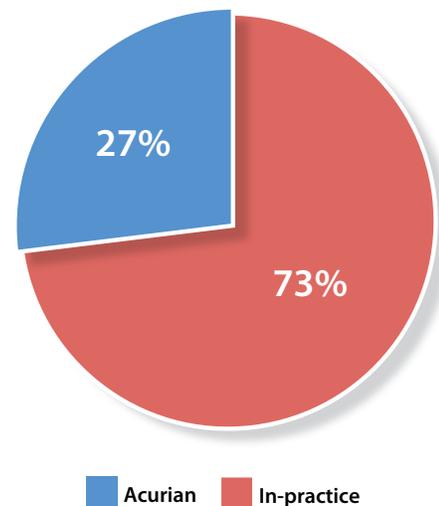
Acurian was hired to provide enrollment certainty and timeline acceleration in the US by adding new sources of patients to augment site databases.

- Direct mail targeted to opted-in asthma caregivers in Acurian's proprietary database of 100+ million households
- eRecruitment tactics (social media, online health networks, search keywords, etc.)
- Print and TV ads in select markets

Acurian reached its goal in a shorter amount of time than anticipated, and the sponsor requested additional patients.

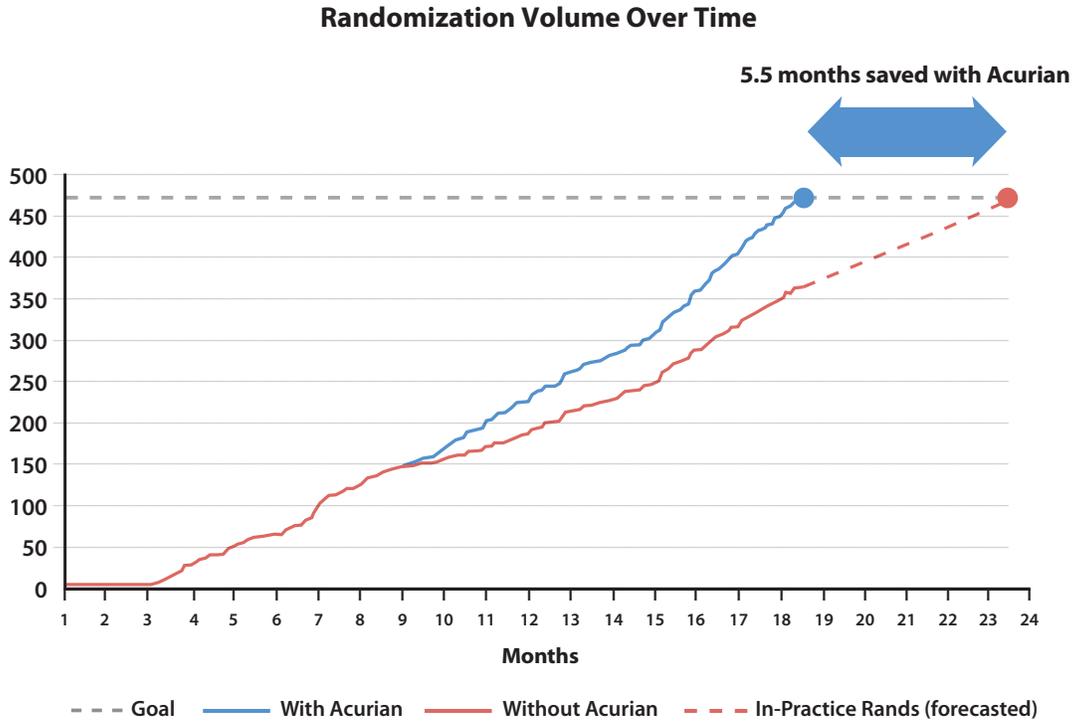
Acurian delivered 27% of total randomizations for the entire program, even though it was brought in eight months after enrollment began.

Contribution of Randomizations



(continued on other side)

This substantial increase in the overall Site Enrollment Rate enabled Acurian to shorten the timeline by more than five months -- crucial time savings for this important race to market.



**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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