



Patient Engagement & Retention Solutions

Enhancing the Patient Experience in Clinical Trials

The Expense of Patient Dropouts

Every patient leaving a clinical trial costs sponsors time and money. According to estimates, only 50% of randomized patients ever reach trial completion.¹ Recruiting replacements is expensive (\$36,500 USD per patient on average).² And lost patients mean added costs, increased study lengths and, most importantly, delays in getting the results you need.



50% of patients dropping out of clinical trials at average replacement cost of **\$36,500** per patient



Educate. Communicate. Motivate.

Ensuring maximum patient engagement throughout a trial minimizes the lost time and money associated with patient drop outs. That's why offering an enhanced patient experience is critical.

And because patients need to understand the value of their participation, education and communication are important, too. So are listening and motivating. What's more, transportation can't limit participation and reimbursement must be timely.

Acurian's comprehensive Patient Engagement & Retention Solutions deliver this enhanced patient experience through fast and efficient program implementation that's driven by proven processes and best practices. Carefully crafted around protocol-specific strategies and tactics, our offering is reinforced with expert guidance and support to provide sponsors and sites with a single, convenient source for all of their patient engagement and retention needs.

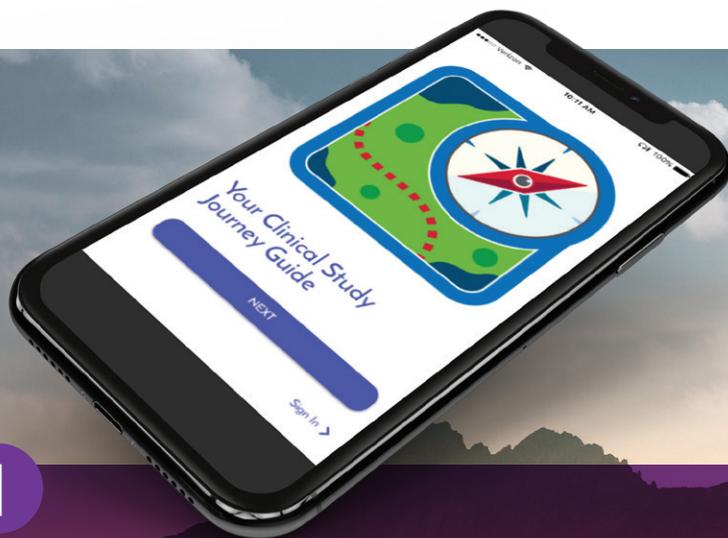
The Acurian Patient Engagement Program

Consisting of three integrated components combining online and offline communications, it's the very core of our solution:

1. My Study Map Mobile Application
2. Multi-Channel Patient Messaging
3. Patient Engagement & Education Materials

Working in concert to motivate, educate, and engage patients and caregivers, these three components enhance the overall patient

experience and reduce patient stress and anxiety. In addition, the Acurian Patient Engagement Program creates a stronger bond among patients, caregivers, and trial sites, and reduces the administrative burden on sites and sponsors.



1

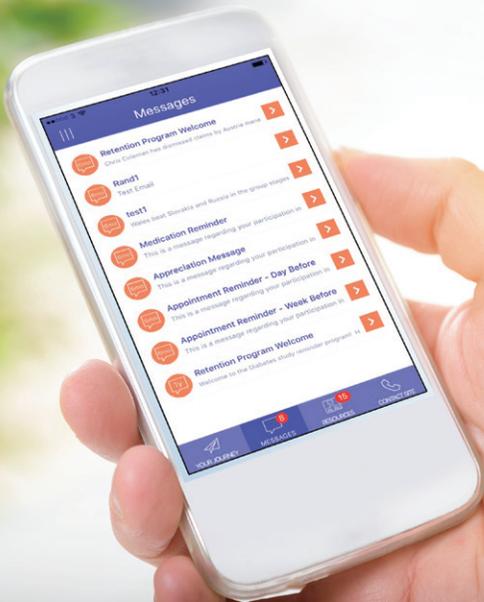
My Study Map is our proprietary mobile application that motivates and encourages participation by using engaging “gamification” techniques to take patients on an interactive virtual journey across the globe. With each appointment, patients visit an exciting new location somewhere around the world and receive fun rewards along the way for completing trial-related activities.

With each new “destination,” the My Study Map app tracks patient progress, increases engagement, and drives retention. It’s also a valuable resource for information on exams, tests, and procedures at each appointment, plus ongoing communications to relay appointment reminders, study information, and motivational messages. With My Study Map, Patients stay plugged-in to what’s coming up, what to expect, and when to expect it along their trial journey.



2

Multi-Channel Messaging informs and educates patients by communicating important study information at key study milestones to drive successful engagement and retention. Our protocol-specific strategies use an automated messaging platform to trigger communications via the app, and email, phone call, or text message. This multi-channel approach supports busy site coordinators and reduces the risk of missed communications by delivering the right information at the right time to patients in the format they choose.



Is your child living with ASTHMA?

Talk to your child's doctor about this local research study for children who get asthma attacks.

If your child qualifies for the study, he or she may receive at no cost:

- Investigational drug for uncontrolled asthma
- Study-related care from a local doctor
- Compensation for time

To participate, your child must meet the following requirements:

- 5 to 17 years old
- Currently for asthma
- Has had attacks

About asthma and current treatments

Asthma is a chronic respiratory disease affecting millions worldwide. Asthma attacks can be scary. Sometimes, they can be life-threatening. The medications used to prevent symptoms...

People with asthma have a number of symptoms, including coughing, wheezing, chest tightness, and trouble breathing. These symptoms can be prevented or lessened by using medications to prevent symptoms.

This study is enrolling now. Talk with your doctors to see if it may be right for your child.

Doctors are studying an investigational medication

Doctors are looking for ways to help people with asthma. They are looking for a new medicine that will help people with asthma breathe better.

Important information about this study

The people that take this study are not getting any special treatment. They are getting the same treatment as they would get if they were not in the study.

How can I get started?

Step 1: Contact our study coordinator

The study coordinator will contact you to see if you qualify for the study. They will also help you understand the study and answer any questions you have.

Step 2: Find out if you're eligible

The study coordinator will call you to see if you are eligible for the study. They will ask you about your asthma and other things.

Step 3: Give informed consent

A doctor will explain the study to you and your parents. They will also give you a form to sign that says you understand the study and want to be in it.

Step 4: Participate

If you are eligible, you will come to the study for a few visits. You will get the new medicine and have your asthma checked. You will also get some extra care from a local doctor.

3

Patient Engagement and Education Materials provide a convenient, printed source of information to educate and inform patients, manage expectations, and provide answers to their clinical trial questions. This helps prevent surprises down the line that can lead to patient dissatisfaction or dropout. Educational and motivational materials provided to trial sites include patient welcome booklets, greeting and thank-you cards, educational leaflets, and other information touch-points to keep patients informed, interested, and engaged.

About the ROCKET clinical research study.

A book for kids who may participate

What do I have to do?

1. Talk to your parent or guardian and choose together if you'll be part of the study.
2. If you choose to become a part of the study, you will sign a form that says you understand and choose to be in the study. Make sure to read the information on the form or have someone read it to you.
3. Please ask as many questions as you like. If you do not take part in this study, you will still get looked after by your doctor.

What's this book for?

Doctors asked you to be a part of a clinical research study. A clinical research study gives doctors a chance to learn about a new medicine.

What do the doctors want to learn?

The purpose of this study is to see if the investigational study drug, is effective in treating asthma.

ROCKET
clinical research study



Appointment Reminder Card

Optional Enhancements to the Patient Engagement Program

Beyond our core engagement and retention solution, Acurian also offers several options to enhance the patient and caregiver experience and remove obstacles to participation:



Patient Reimbursement Program

Best-in-class mix of patient payout choices with unparalleled global reach and flexible program management capabilities that reduce patient and caregiver stress and anxiety and lessen the administrative burden on sponsors and sites.



Patient Transportation Program

Full-service booking and coordination of patient transportation to and from the study site that lowers barriers to patient participation, enhances patient satisfaction with the trial experience, and provides customized auditing and verification of travel expenses for sponsors.



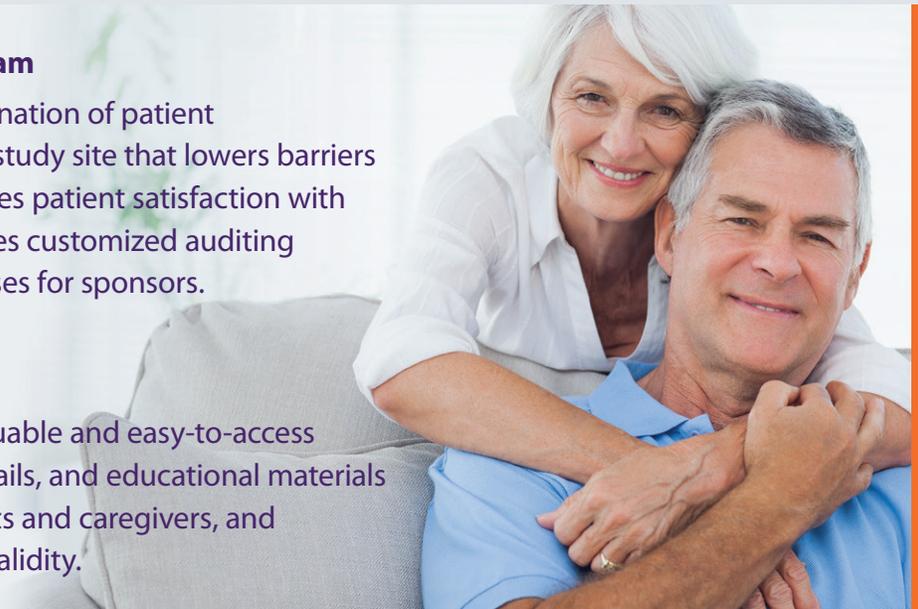
Patient Engagement Website

Single integrated source for valuable and easy-to-access study information, protocol details, and educational materials that inform and educate patients and caregivers, and reinforce study credibility and validity.



Patient Reconnect Program

Standard and premium patient locator services that reinstate communication with patients who do not respond to site outreach attempts and provide access to previously unavailable patient data.





Acurian Retention Manager™

At the heart of Acurian's Patient Engagement & Retention Solutions is the proprietary web-based system that powers the My Study Map mobile application, multi-channel messaging, and patient reimbursement programs – we call it Acurian Retention Manager™. The Acurian Retention Manager platform enables us to deliver the core global services necessary for sustained patient engagement and support while making it easy for site staff to enroll, manage, and maintain patients throughout their clinical study.

The Right Choice for Patient Engagement and Retention

Acurian offers a convenient, single-source for best-in-class patient engagement and retention solutions, and develops protocol-specific programs leveraging expert professional services, including:

- Strategy Development
- Project Management
- Site Support
- Creative Development
- System Setup & Support

Our unmatched knowledge and expertise is built on more than 15 years of experience supporting over 40,000 patients at more than 4,000 sites worldwide.

To learn more about how Acurian's Patient Engagement & Retention Solutions can help motivate, engage, and retain your clinical study patients, please contact your Acurian representative or visit www.acurian.com/contact-us.

¹ Getz, K. "Patient Recruitment and Retention." BCCRN and VCHRI Clinical Research Symposium, Vancouver General Hospital, Vancouver, British Columbia. March 2012

² Biopharmaceutical Industry-Sponsored Clinical Trials: Impact on State Economies, Battelle Technology Partnership Practice, Pharmaceutical Research and Manufacturers of America, March 2015