

ACURIAN CASE STUDY:

Predictable, reliable, and
measurable results



Acurian Saves Four Months of Enrollment Time for a Type 1 Diabetes Study

A leading company in diabetes began phase III studies with the goal of expanding its portfolio with a next-generation basal insulin analog.

Six months after enrollment began, the clinical trial team was facing a major enrollment challenge.

The protocol's very difficult I/E criteria was excluding 85% of Type 1 diabetics, and a reliable solution for getting the timeline back on track was needed. Acurian was hired to quickly provide 181 pre-screened patients.

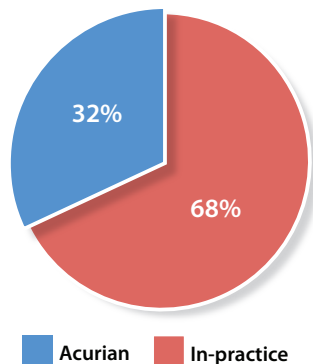
Enrollment campaign tactics included:

- Direct mail targeted to opted-in T1D patients from 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

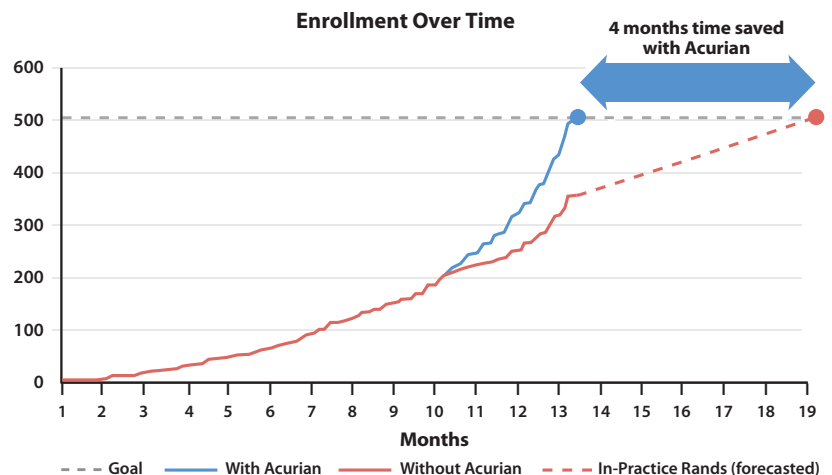
In just 2.5 months, Acurian delivered 32% (145) of all study randomizations.

Acurian shortened enrollment by four months.

Contribution of Randomized Patients



Enrollment Over Time



**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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