



When you can't afford a delay in patient enrollment...

only Acurian can deliver the patients you need,
when and where you need them

A man in blue scrubs and a woman in a white lab coat are looking at a document in a hospital lobby. The man has a stethoscope around his neck. In the background, other people in scrubs are walking, and there are large windows and a staircase.

A world-class company

A world of specialized services and unmatched support

For more than 20 years, Acurian has been honing its craft. Today, we're the global leader and industry specialist consistently giving clinical trial managers more randomized patients per site, and faster enrollment delivered with greater cost-efficiency. Our comprehensive offerings help sponsors efficiently enroll the patients they need, when and where they are needed.

When you can't afford a delay in patient enrollment, you can't afford NOT to use Acurian

Compare these costs...

- ✓ Missed key milestones
- ✓ Delayed time-to-market
- ✓ Adding more sites, countries
- ✓ Time and money wasted on novice recruitment suppliers

...to the value of Acurian

- ✓ The patients you need, when and where you need them
- ✓ Fewer sites, more patients per site
- ✓ Faster on-time enrollment
- ✓ Results-based pricing that is often less than adding sites or time

Patient Enrollment Services

Enrollment Feasibility

The catalyst behind enrollment certainty is our detailed, protocol-specific feasibility process. We accurately determine how many patients we will provide and when. Our analyses leverage these key Acurian assets:

- Proprietary database of more than 20 million previously screened patients
- Proprietary database of more than 100 million households
- PatientPulse™ Platform - Quantitative/qualitative input from actual patients via large surveys, 1:1 interviews, and our patient advisory board
- Third-party disease metrics
- Historical site performance metrics

Marketing Campaigns Paired with Enrollment Feasibility

Beyond our 100 million household database, we leverage a wide array of online and offline direct marketing techniques – from Snapchat to Pinterest – ensuring we can deliver the volume of randomized patients our customers need to complete enrollment. Following are more innovative approaches used to target consumers across disease areas and geographies:

- ThunderclapSM: Social media tool “amplifies” a message across multiple media platforms (e.g. holds shares/likes/etc. of information) until reaching critical mass; then all information is released at once, creating a larger “event”
- Augmented Reality: A visual technology that superimposes computer-generated audio and imagery on a person's everyday environment, providing an enhanced experience
- Cross-Device Tracking: Tracks and targets individuals as they use multiple devices
- Social Listening: Follows social media for market research or outreach purposes
- Programmatic Advertising: Automated media buying defining key metrics, audiences, and targeting constructs

Accountability: Results-based Pricing

Acurian is the only company offering true results-based pricing across North America, the EMEA, Australia, and New Zealand. This means that a sponsor can buy global recruitment services from Acurian on a per-patient basis.

Case Studies: IMS CRO CostPro® analyses were used to demonstrate how Acurian got patient enrollment back on track quickly and far more cost-effectively, than other options.

Acurian Saved Sponsor \$12 Million and 10 Months of Enrollment Time for a Critical Asthma Program

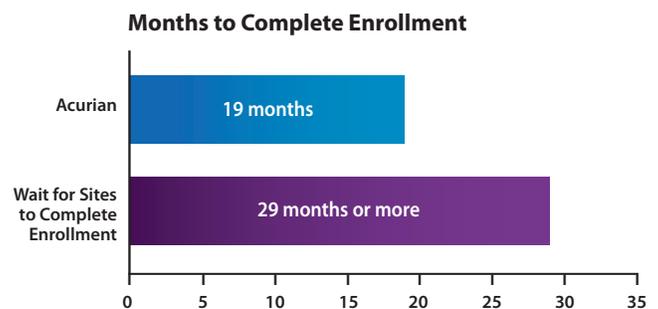
This class of drug had developed into a race-to-approval scenario with the first-to-market product most likely garnering the lion's share of revenue. The sponsor had to do whatever it took to keep enrollment on track and file a BLA as quickly as possible.

Realizing that this would be a difficult patient population to enroll, the clinical trial team hired Acurian to provide enrollment support to US sites from the beginning of the program. Based on the enrollment rate of in-practice patients, it would have taken at least 29 months for sites to complete enrollment – a significant delay that was unacceptable in this tight race to market.

Acurian delivered 32% of total US randomizations, saving at least 10 months of enrollment time.

The Cost-Efficiency of Acurian

As a replacement cost for other options, Acurian enrollment of 120 patients cost \$12.1 million less than adding sites, and \$4.3 million less than waiting for sites to complete enrollment.





With Acurian's Help, a Crucial Crohn's Disease Study Completes Enrollment 60% Faster

This mid-sized biopharmaceutical company's growth strategy relies on the development of novel immunotherapy agents. One of its biologics carried the potential to treat a range of autoimmune diseases, including Crohn's disease (CD). The sponsor believed this agent could fill a substantial, unmet need for CD patients: more effective maintenance therapies that are also safe for long-term use.

The clinical team hired Acurian proactively to provide central patient recruitment support for 65 sites and deliver 125 consents.

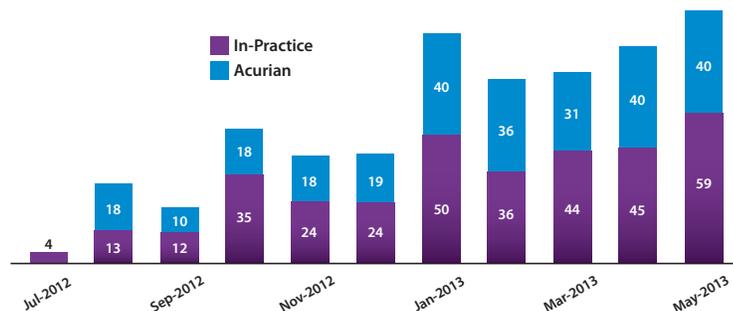
Because of the significant contribution that Acurian was making to enrollment, and to counter unanticipated challenges, the clinical trial team asked us to increase our delivery of consents (up to) 280.

Campaign Results

Acurian delivered as promised:

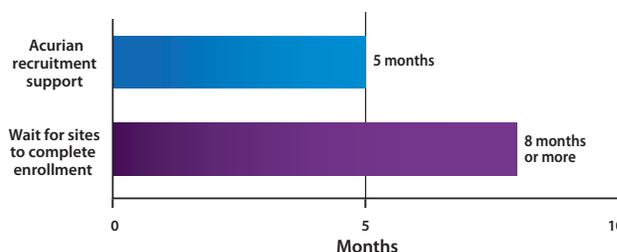
- We contributed 271 consented patients and 82 randomized patients
- We delivered 34% of the total enrollment goal

Acurian Consent Lift



Because Acurian increased site productivity by 49%, enrollment was completed 60% faster compared to how sites alone would have performed.

Time to Complete Enrollment



Patient Engagement and Retention Services

Keeping patients engaged and informed throughout the clinical trial

Acurian offers comprehensive Patient Engagement and Retention Services to help keep patients informed, motivated, and engaged throughout a clinical trial. These proprietary offerings have been carefully crafted around protocol-specific strategies for supporting the patient experience and removing barriers to participation.

At the heart of Acurian's Patient Engagement and Retention Services is Acurian Retention Manager™ – a proprietary, web-based system for powering our My Study Map mobile application, multi-channel patient messaging, and reimbursement programs.

About Acurian

Our unmatched knowledge and expertise are built on more than 20 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, call 866.566.5966 or visit www.acurian.com/contact-us.



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