Patient Engagement & Retention Solutions

Enhancing the Patient Experience in Clinical Trials

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

Patient Recall is Low
As the complexity of healthcare increases, patients are being asked to process more information than ever before. Because of this, it’s not surprising that only 49% of patients recall doctor instructions without prompting, which reduces protocol adherence and jeopardizes the accuracy of your results. When patients are regularly reminded about what they need to do and when they need to do it, patient recall increases to 85%, which demonstrates the importance of frequent and consistent communication with patients before, during, and after each study visit.

Better Communication and Support Means Better Patient Participation
To reduce patient dropouts and increase patient recall and compliance, Acurian Patient Engagement & Retention Solutions use ongoing communication and support to create an enhanced patient experience that keeps patients motivated and engaged. With Acurian solutions, patient participation is acknowledged and appreciated, patients are informed and reminded, barriers to participation are lessened, and patient and caregiver stress and anxiety is reduced.
The Acurian Patient Engagement Program

Three integrated components—combining online and offline communications—are the core of our solution:

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

Working in concert to motivate, educate, and engage patients and caregivers, this multi-channel solution increases the frequency and consistency of messages to reduce the risk of a patient missing an important study communication.

My StudyMap is our proprietary mobile application that motivates and encourages participation using engaging “gamification” techniques to take patients on an interactive virtual journey across the globe. With each study visit, patients are taken to a different location throughout the world. As patients move through their virtual journey, the app tracks their “progress” and rewards them for completing trial-related activities along the way.

My StudyMap consolidates study resources and information into a single, convenient location. At-a-glance views of exams, tests, and procedures at each appointment are always available. Ongoing communications relay appointment reminders, study information, and motivational messages. And on-demand access to site contact information and a digital library of study materials provide quick answers to patient questions. With My StudyMap, patients are plugged in to what to expect and when to expect it, at each stage of their trial journey.
Multi-Channel Messaging prompts patient recall by reinforcing important information and reminders at key study milestones to drive engagement and compliance. Our protocol-specific strategies use an automated messaging platform to trigger communications via the app, and email, phone call, or text message. This approach augments site outreach and reduces the risk of missed communications by delivering the right information at the right time, in the patient’s preferred format.

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 to prevent surprises that can lead to patient dissatisfaction or dropout. Standard materials provided to patients and sites include patient welcome booklets, engagement brochures, greeting and thank you cards, educational cards, appointment reminder cards and postcards, and chart flags – all designed to keep patients informed, interested, and engaged.

Acurian professional services for each Patient Engagement Program includes:

**Strategy Development:** Create patient communication strategy and develop message content and optimal timing, frequency and channels

**Project Management:** Oversee program development, implementation and administration, as well as provide regular program reporting

**Site Support:** Onboard and train sites, assist with patient and site questions, monitor message delivery and troubleshoot issues

**Creative Development:** Write, design and produce all patient and site communications for consistent messaging across channels

**Systems Setup & Support:** Setup and program Acurian Retention Manager™ and program, test, and deploy all content
Solution Enhancement:

Patient Reimbursement Program

The Acurian Patient Reimbursement Program eases the financial burden and anxiety associated with out-of-pocket study expenses to reduce barriers to patient participation and protocol compliance. This industry-leading program offers unparalleled global reach and multiple payout methods to give patients fast and easy access to payments while reducing the administrative burden on sites.

Each customized program includes:

- **Extensive Global Reach** with support for over 200 countries and payouts in more than 150 currencies
- **Four Convenient Payout Methods:** reloadable prepaid cards, direct deposit/wire transfer, checks, and cash pick-ups
- **Online Portal** for patients to manage account balances and reimbursement preferences
- **Customizable Reimbursement Settings** by trial, protocol, site, transaction type, and payout method
- **Streamlined Funding of Single Reimbursement Account** instead of each site individually
- **Tax Services** for collection and verification of payee data and 1099 distribution
- **Powered by Acurian Retention Manager™** for secure patient enrollment and management
- **Patient and Site Reference Materials** summarizing program benefits, features, and how to enroll

Acurian professional services for each Patient Reimbursement Program includes:

- **Strategy Development:** Create patient reimbursement strategy including payout types, max payout amounts, receipt thresholds, and automatic approval levels
- **Project Management:** Oversee program development, implementation and administration, monitor and manage funding of reimbursement account, and provide blinded program reporting
- **Site Support:** Onboard and train sites, assist with patient and site questions, and approve patient payouts (if authorized)
- **Creative Development:** Write, design, and produce patient and site reference materials
- **Systems Setup & Support:** Setup and program Acurian Retention Manager™ and study-specific online patient portal
**Solution Enhancement:**

**Patient Transportation Program**

The Acurian Patient Transportation program lessens barriers to study participation and protocol adherence by reducing the stress and anxiety of getting to and from study visits and minimizing the travel burden on patients and caregivers. Each customized program includes booking and coordination of patient and caregiver transportation by travel professionals, a 24-hour hotline for in-transit emergencies, plus this extensive range of available services:

- **Ground Transportation**
- **Air Travel**
- **Rail Travel**
- **Hotel Accommodations**
- **Apartment Rentals**
- **Car Rentals**
- **Ambulance Services**
- **Air Ambulance (w/EMT)**
- **Special Assistance Vans Passport/Visa Assistance**
- **Nurse Escorts**
- **Medical Equipment Rental**

**Acurian professional services for each Patient Transportation Program includes:**

- **Strategy Development**: Create patient transportation strategy including transportation types, amounts, radius areas, and thresholds for receipts and automatic approvals
- **Project Management**: Oversee program development, implementation and administration, verify and reconcile patient travel costs, and provide blinded program reporting
- **Site Support**: Onboard and train sites, assist with patient, site, and travel agent questions
- **Creative Development**: Write, design, and produce all patient and site reference materials
- **Systems Setup & Support**: Program and maintain study-specific online transportation request forms
Solution Enhancement: **Patient Engagement Website**

Each study-specific website is designed to inform and educate patients and their loved ones by providing easy access to information to minimize potential stress and anxiety related to what to expect during their clinical trial experience. Study information, educational materials, protocol details, frequently asked questions, and details on patient engagement and retention services are accessible 24/7 to provide peace of mind and keep patients up-to-date and in the know.

**Acurian professional services for each Patient Engagement Website includes:**

- **Strategy Development:** Create content strategy and identify optimal information and resources to include for patients and caregivers
- **Project Management:** Oversee website development, implementation, and administration
- **Creative Development:** Design website and draft and translate content
- **System Setup & Support:** Program website and provide ongoing maintenance and support

Solution Enhancement: **Patient Reconnect Program**

The Acurian Patient Reconnect Program locates and reinstates communication with unresponsive patients to maintain the desired sample size, access missing data, strengthen the validity of study results, and keep your study on schedule. **Standard Searches** scan public records, databases, social media, and other on-line resources to ascertain updated contact information and/or vital status, while **Premium Searches** adds local investigators to standard search methods.

**Acurian professional services for each Patient Reconnect Program includes:**

- **Strategy Development:** Create program strategy to determine use of Standard or Premium services
- **Project Management:** Oversee program development, implementation, administration, and provide blinded program reporting
- **Site Support:** Onboard and train sites, assist with questions, review requests, contact sites for missing information on incomplete requests, and monitor and record outcome of search requests
At the heart of our Patient Engagement & Retention Solutions is Acurian Retention Manager™ (RM), our proprietary web-based system that powers the My StudyMap mobile application, Multi-Channel Patient Messaging, and Patient Reimbursement Programs. RM 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 your clinical study.

The Partner to Retain

Our comprehensive solutions provide a convenient, single source for all of your patient engagement & retention needs. With fast and efficient program implementation, proven processes and best practices, and expert guidance and support, Acurian engages and retains your patients through the following programs:

• Patient Engagement Program
• Patient Reimbursement Program
• Patient Transportation Program
• Patient Engagement Website
• Patient Reconnect Program

And because your trial is unique, Acurian provides customized programs crafted around protocol-specific strategies that leverage our expert professional services in areas including:

• Strategy Development
• Project Management
• Site Support
• Creative Development
• Systems Setup & Support

About Acurian

Our unmatched knowledge and expertise are built on nearly twenty 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.