

ACURIAN CASE STUDY:

Predictable, reliable, and
measurable results



Acurian Contributes 56% of Total Randomizations and Saves Three Months of Enrollment Time for a Critical Phase II Study in Stress Urinary Incontinence

For the biopharmaceutical company, rapid completion of its study was critical to its commercial success.

Because speed was paramount, Acurian was hired to accelerate enrollment.

Our goal was to support 70 sites and deliver 200 randomizations over eight months by augmenting site databases with new sources of patients. We used a multi-tactic recruitment campaign, rigorous pre-screening via webpage and call center, and a dedicated enrollment solution team.

Understanding SUI's impact on quality of life was key to creating highly effective recruitment messaging.

We gathered information on stress incontinence symptoms, causes, diagnosis prevalence, epidemiology, and current therapies. We also conducted personal interviews to gain key insights into how the condition impacts quality of life and the emotional toll it exacts on sufferers.

Using our patient-centric findings, we launched highly successful, multi-tactic centralized recruitment campaigns.

- Direct to patient outreach (mail and email to target patients in Acurian's fully-identified database of 100 million households)
- Online Health Networks
- Social media
- Traditional print-focused media outlets

E-recruitment initiatives proved to be most effective in recruiting patients, accounting for 84% of all Acurian screens and randomizations.

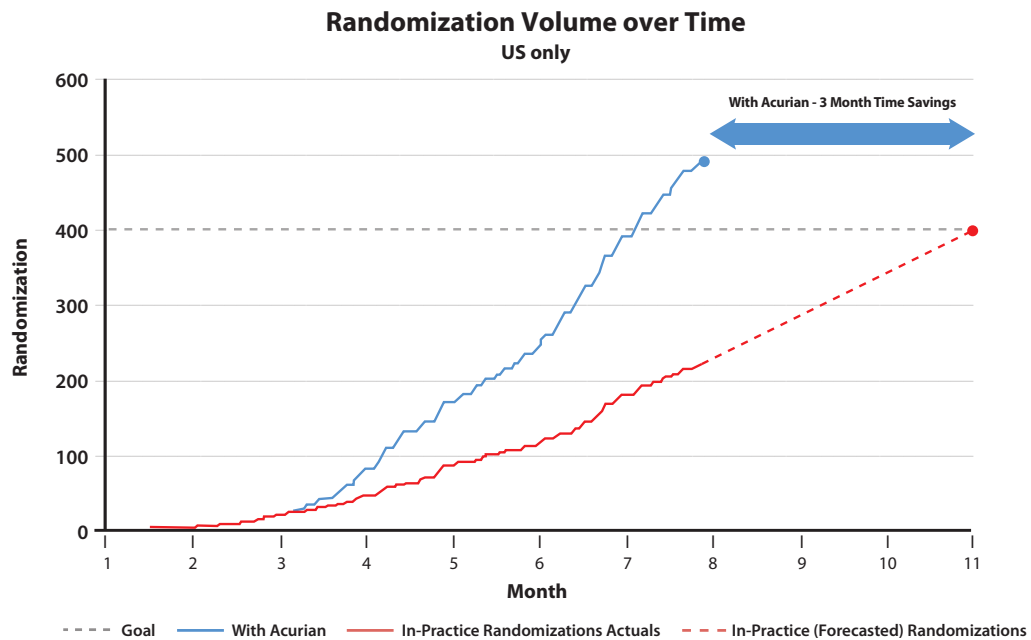
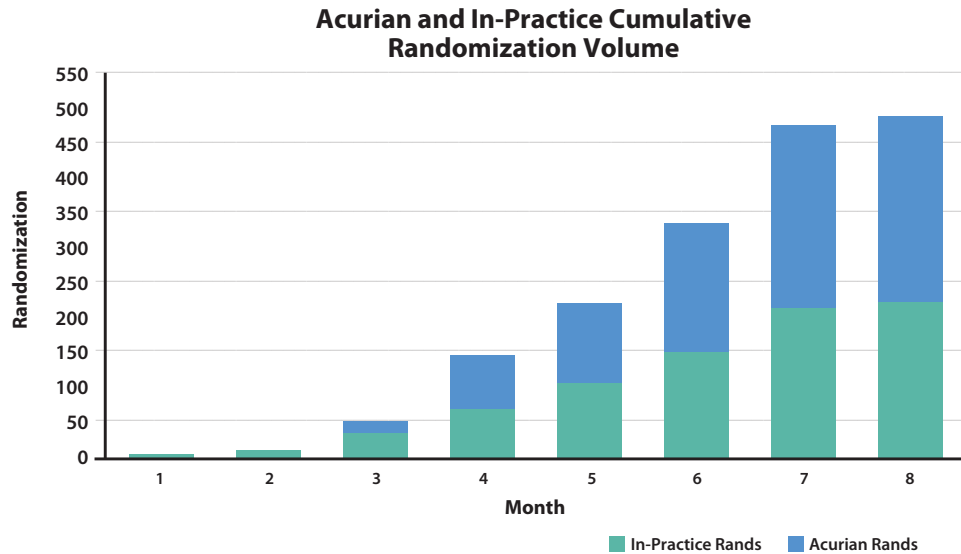
"I am not young any more, but I began experiencing incontinence issues when I was in my twenties. I was embarrassed, horrified and hated being in public."
Mary G., Florida



(see other side for campaign results)

The results of Acurian's enrollment efforts exceeded expectations.

Over eight months, Acurian delivered 56% (269) of total study randomizations, enabling the sponsor to shorten its enrollment timeline by three months.



**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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