

How to Overcome Patient Recruitment Roadblocks



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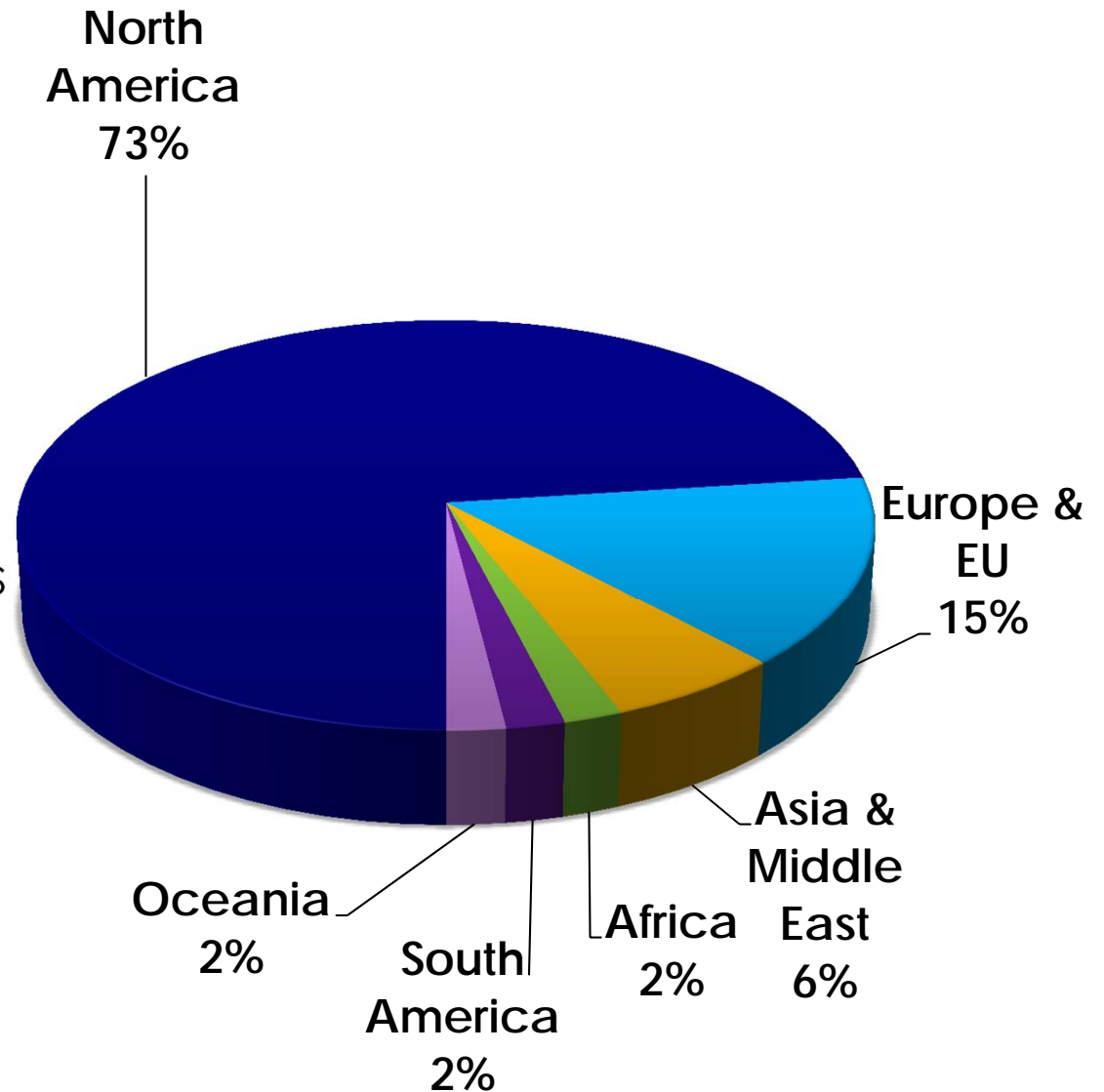
About Cutting Edge Information

Decision-Support Services :

- Research reports
- Customized research
- Companywide solutions

Fast facts:

- 500,000+ contacts
- 4,000+ life science entities in 65 countries
- 2,500+ research partners
- 370+ position profiles
- 23 functional areas
- 84 study subjects



Related Studies



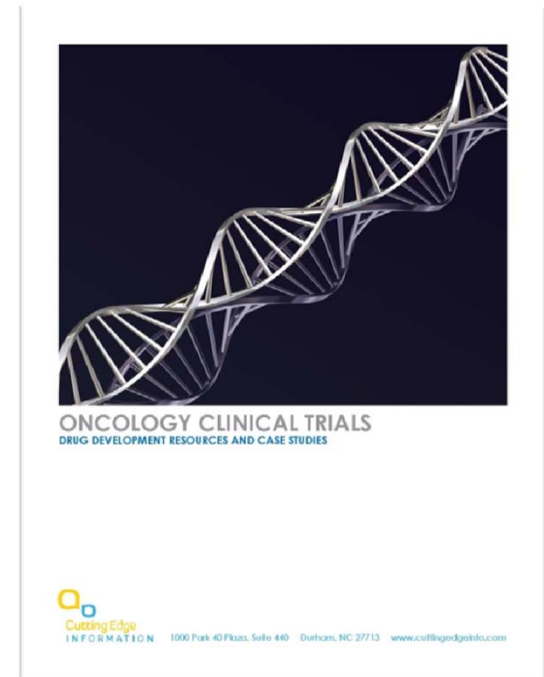
The cover features the Cutting Edge Information logo at the top left. Below it is a photograph of a hand in a white glove holding a syringe, injecting a patient's arm. The title 'Clinical Trial Patient Recruitment' is in blue, with the subtitle 'Accelerate Enrollment, Increase Retention and Reduce Costs' in black below it. At the bottom, the address '1000 Park 40 Plaza, Suite 440 Durham, NC 27713' and website 'www.cuttingedgeinfo.com' are listed.

**Clinical Trial Patient
Recruitment:
Accelerate
Enrollment,
Increase Retention
and Reduce Costs**



The cover features the Cutting Edge Information logo at the top left. Below it is a photograph of a person's legs in white sneakers on a red running track, starting a race. The title 'OPTIMIZING CLINICAL PHARMACOLOGY PROGRAMS' is in blue, with the subtitle 'Cost-Drivers of Phase 1 Trials' in black below it. At the bottom, the address '1000 Park 40 Plaza, Suite 440 Durham, NC 27713' and website 'www.cuttingedgeinfo.com' are listed.

**Optimizing Clinical
Pharmacology
Programs:
Cost-Drivers of
Phase I Trials**



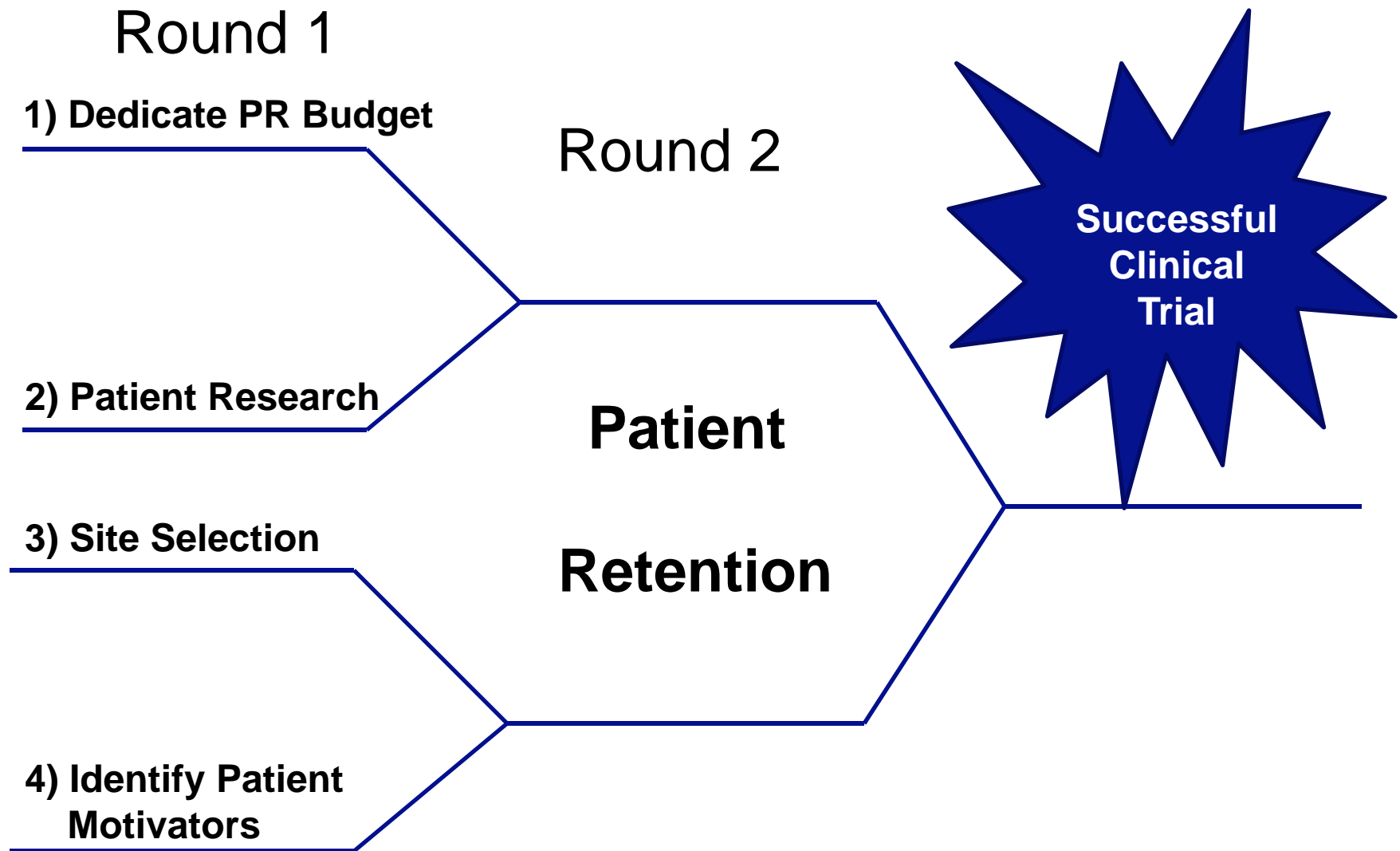
The cover features a 3D rendering of a DNA double helix against a dark blue background. The title 'ONCOLOGY CLINICAL TRIALS' is in white, with the subtitle 'DRUG DEVELOPMENT RESOURCES AND CASE STUDIES' in smaller white text below it. The Cutting Edge Information logo is at the bottom left, and the address '1000 Park 40 Plaza, Suite 440 Durham, NC 27713' and website 'www.cuttingedgeinfo.com' are at the bottom right.

**Oncology Clinical
Trials:
Drug Development
Resources and
Case Studies**

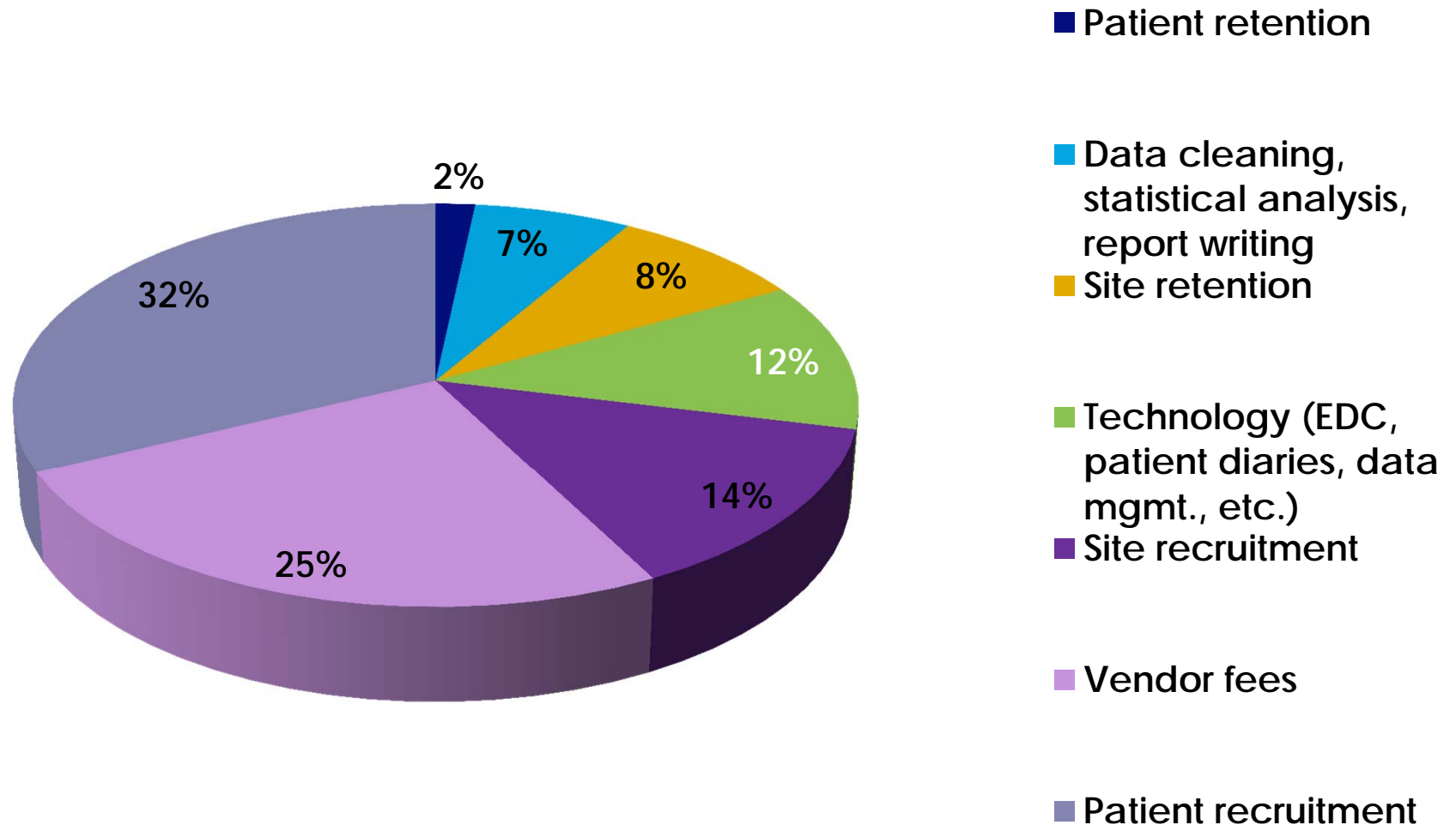
Goals of Cutting Edge Information's Patient Recruitment Research

- **Address the challenges associated with patient recruitment with best practices and recommendations.**
- **Identify the pitfalls in clinical trial planning that lead to poor patient recruitment.**
- **Provide insights on patient motivators that attract patients to clinical studies.**
- **Help companies create a patient recruitment process. Many companies don't and subsequently fail to get patients for their trials.**

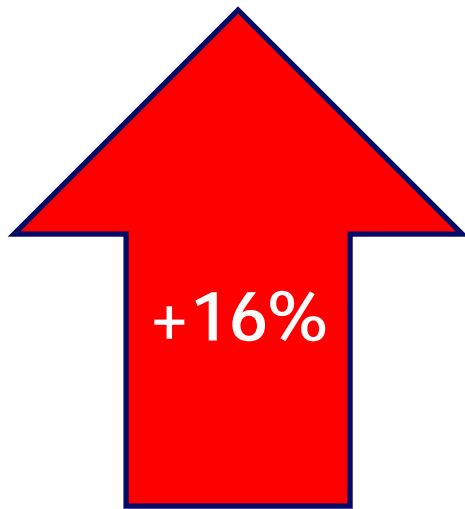
Webinar Agenda



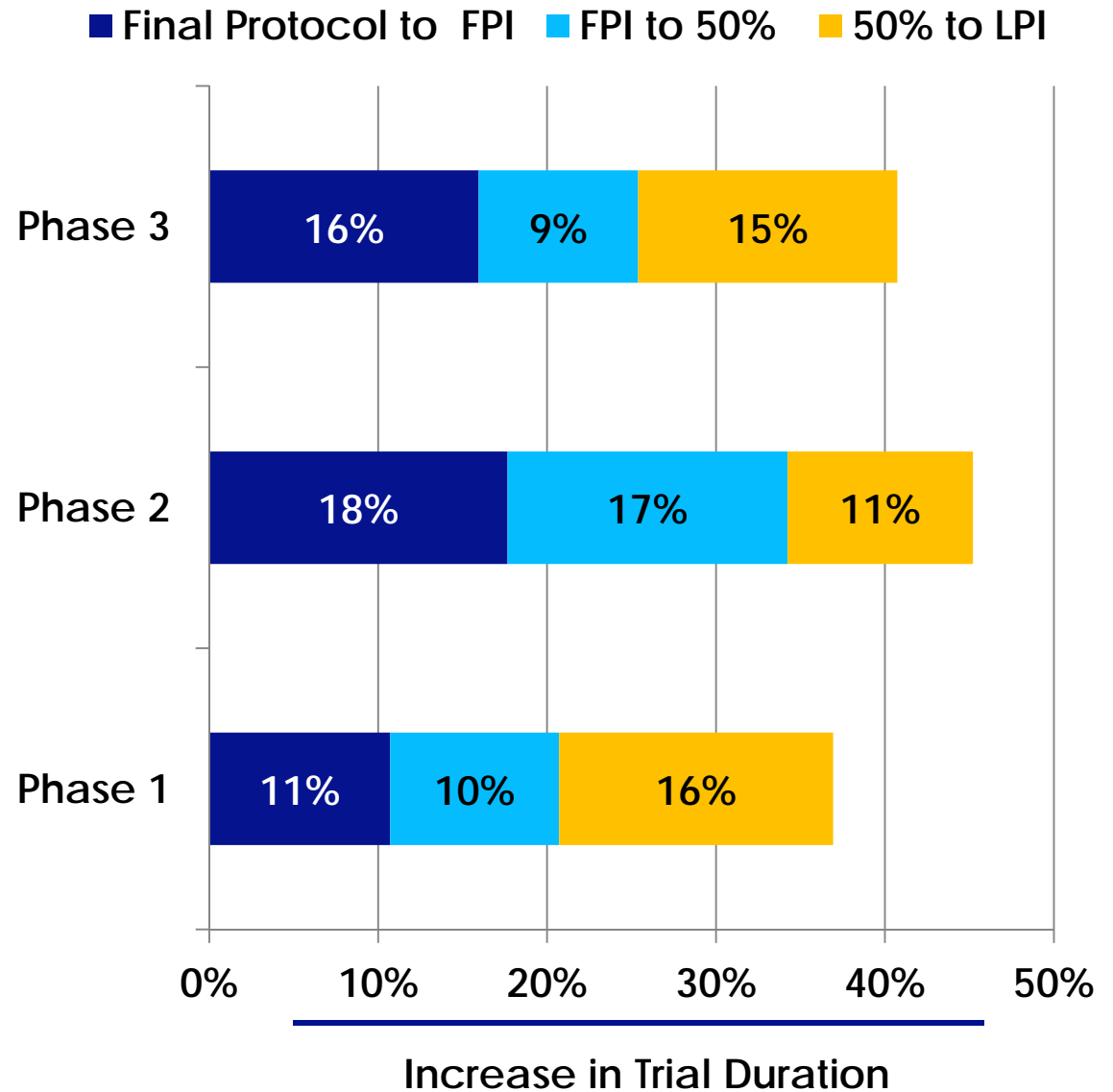
Factor Most Responsible for Increased Clinical Trial Costs



Recruitment Delays in Clinical Trials



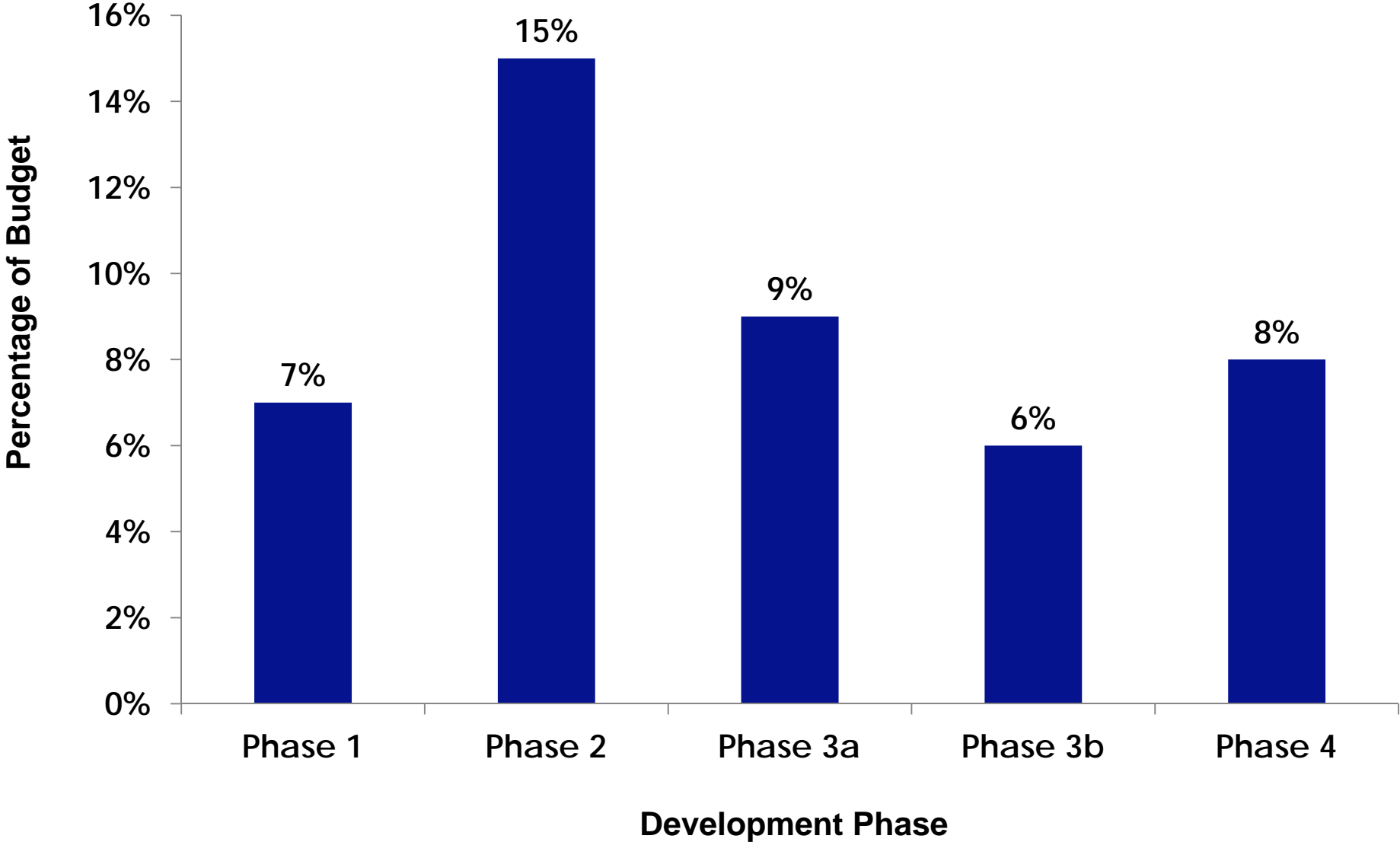
Percentage increase in total duration across all trials.



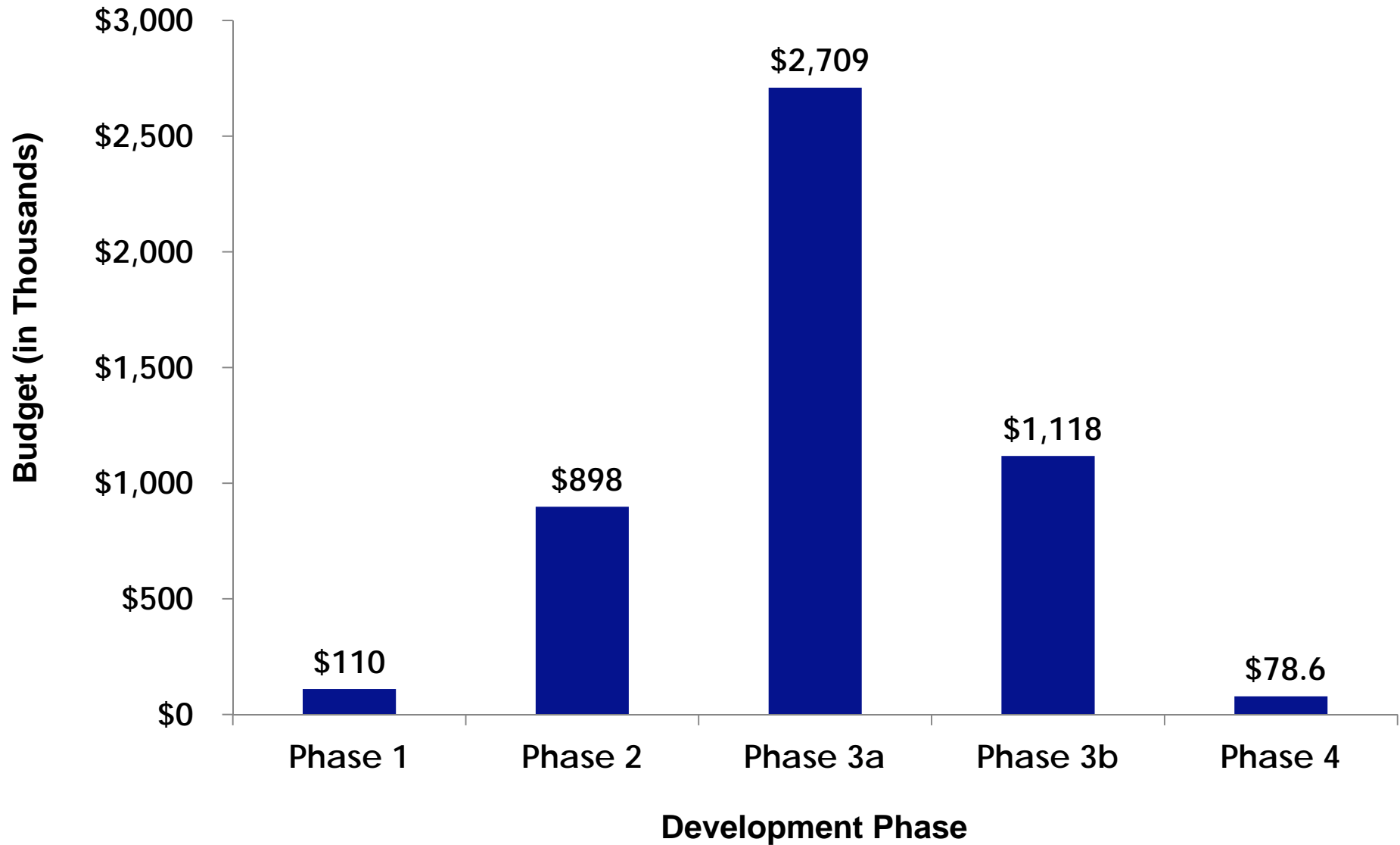
#1 Seed: Set a Patient Recruitment Budget

- **There are few adequate plans to deal with patient recruitment challenges.**
- **There is too much faith that patients will flock to the clinical trial.**
- **The typical budget allocated for patient recruitment is 1% to 15% of the total trial budget.**

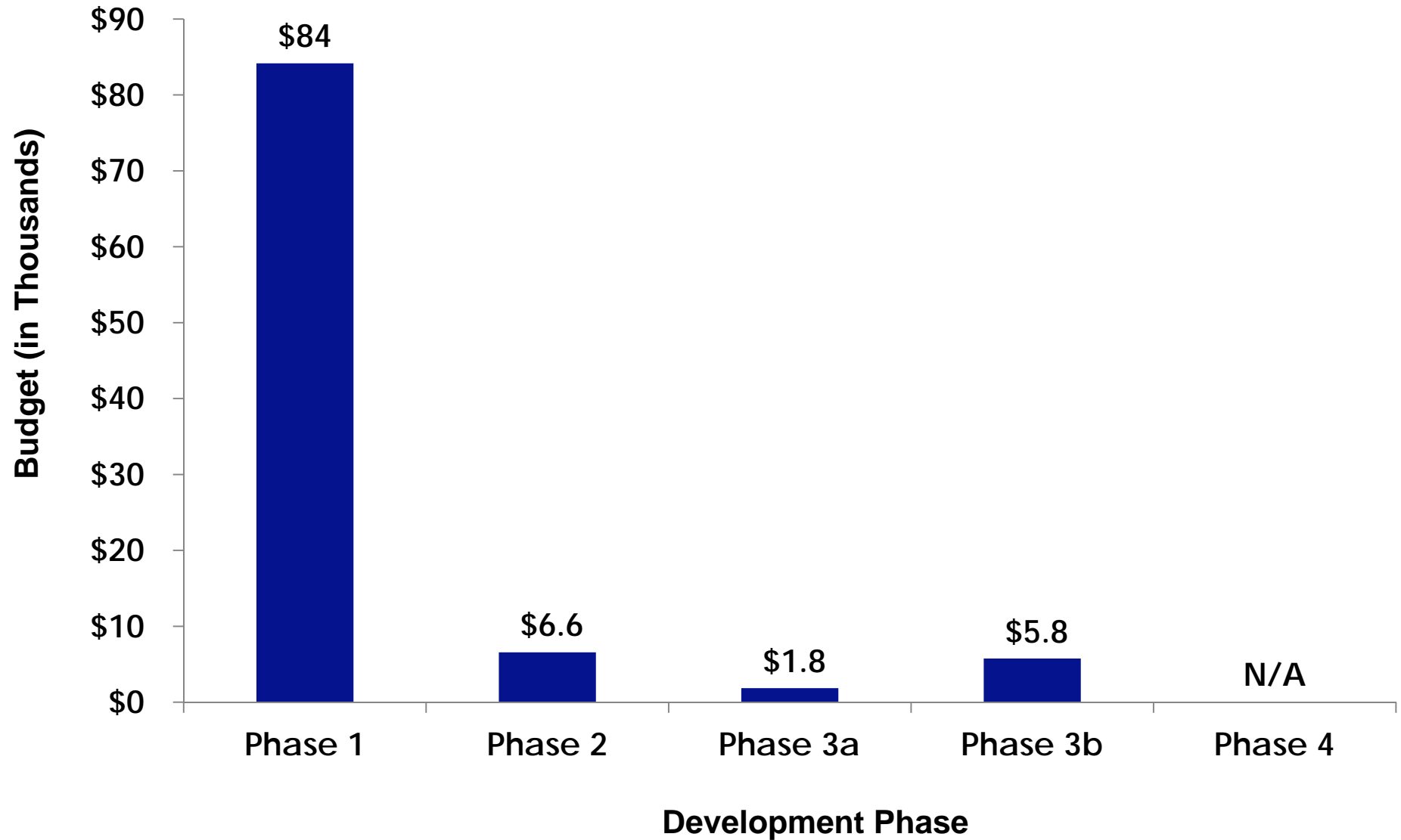
Average Patient Recruitment Budget Allocation by Phase (Sponsors/CROs)



Trial-Wide Patient Recruitment Budgets by Phase



Site-Level Patient Recruitment Budgets by Phase



#2 Seed: Research Patients to Improve Recruitment

Use patient demographic research to answer these important questions about the patients needed for your trial:

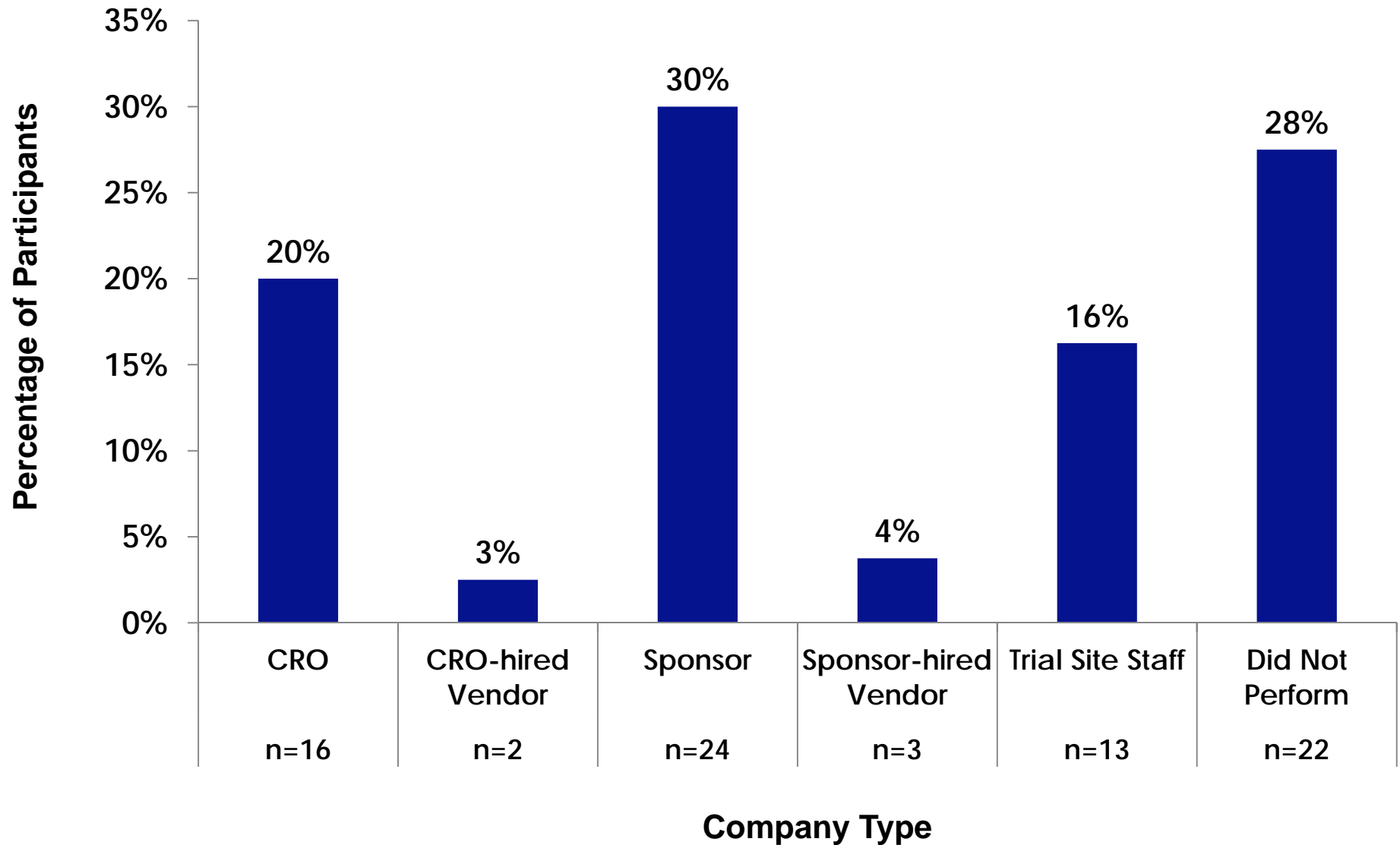
Where is this disease most common?

Is the disease prevalent in certain ages/genders?

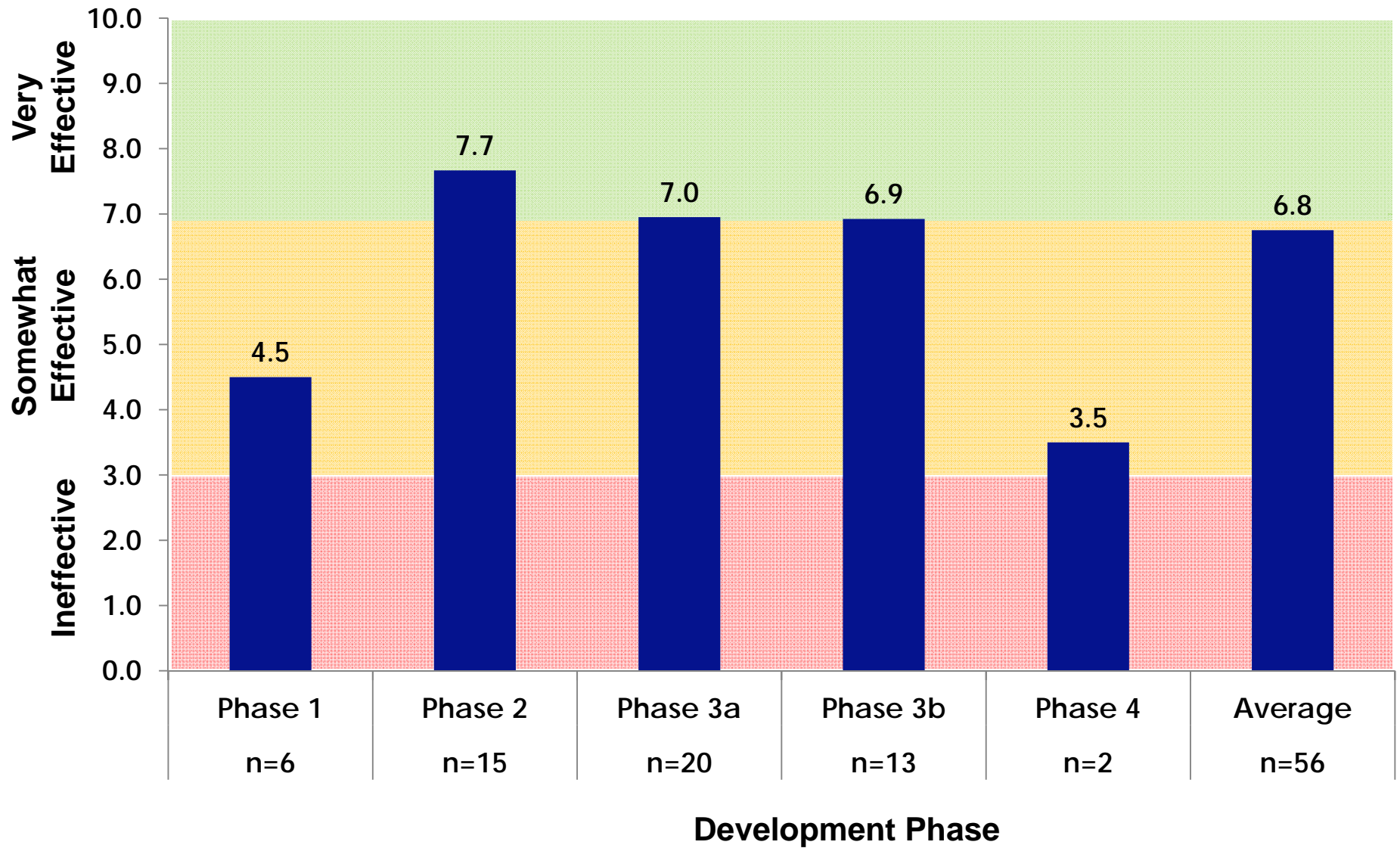
Are there any socio-economic characteristics associated with the disease?

Where can I find treatment-naïve patients?

Percentage of Participants that Rely on Key Stakeholders to Conduct Patient Demographic/Population Research



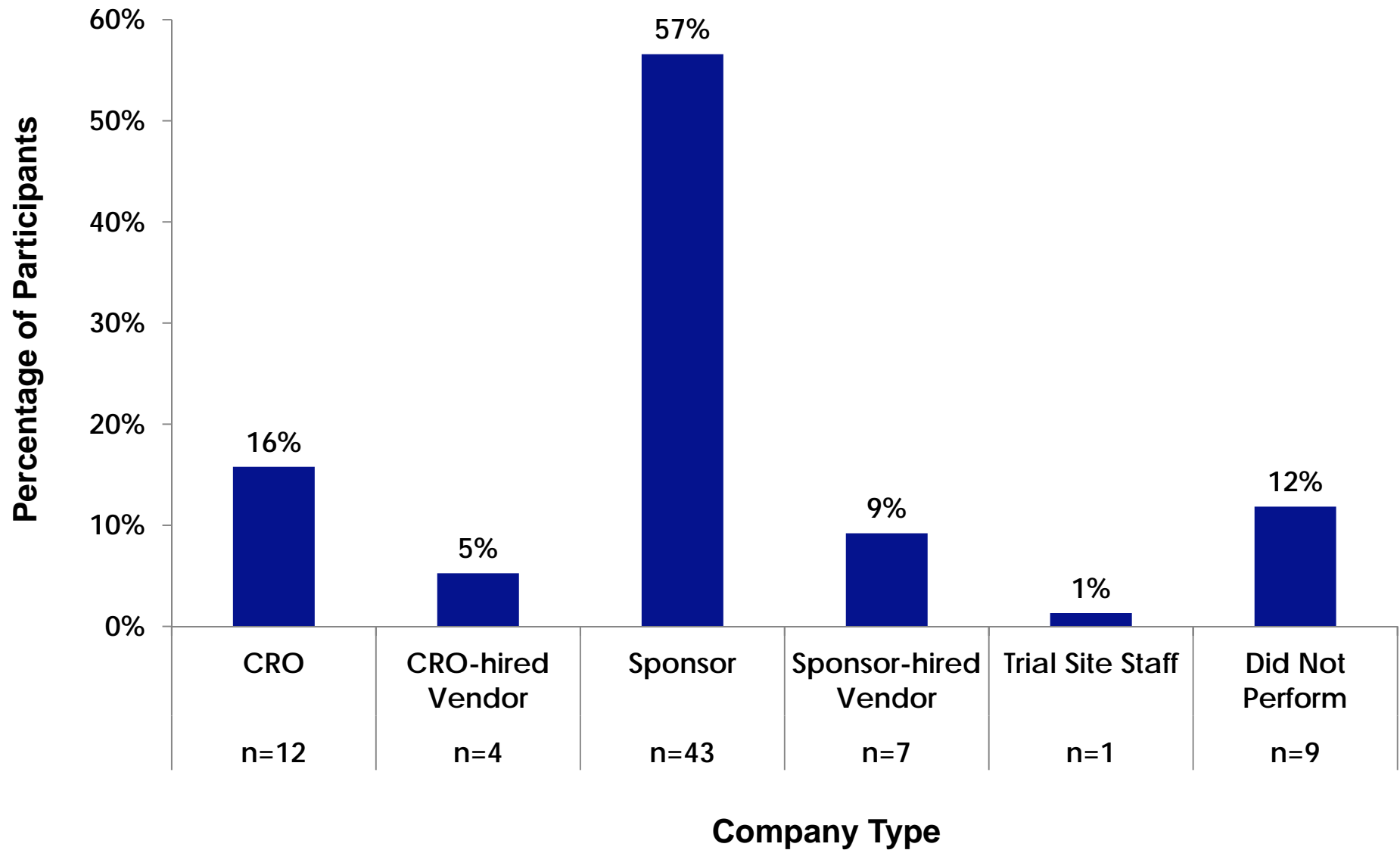
Effectiveness Ratings of Conducting Patient Demographic/Population Research by Phase



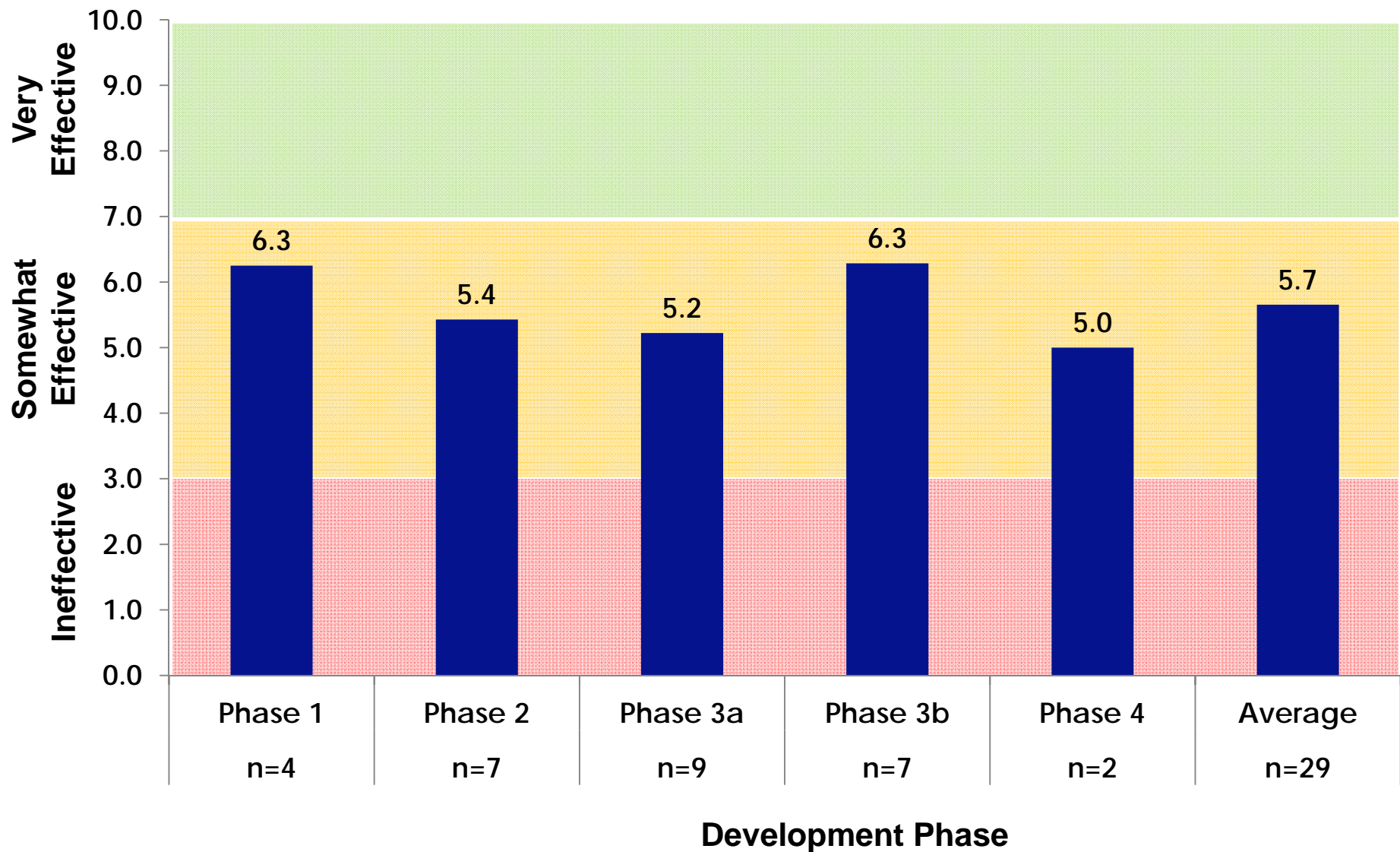
Know Thy Patient: Leverage Patient Advocacy Groups to Find Potential Patients



Percentage of Participants that Rely on Key Stakeholders to Work with Advocacy Groups



Effectiveness Ratings of Working with Advocacy Groups by Phase



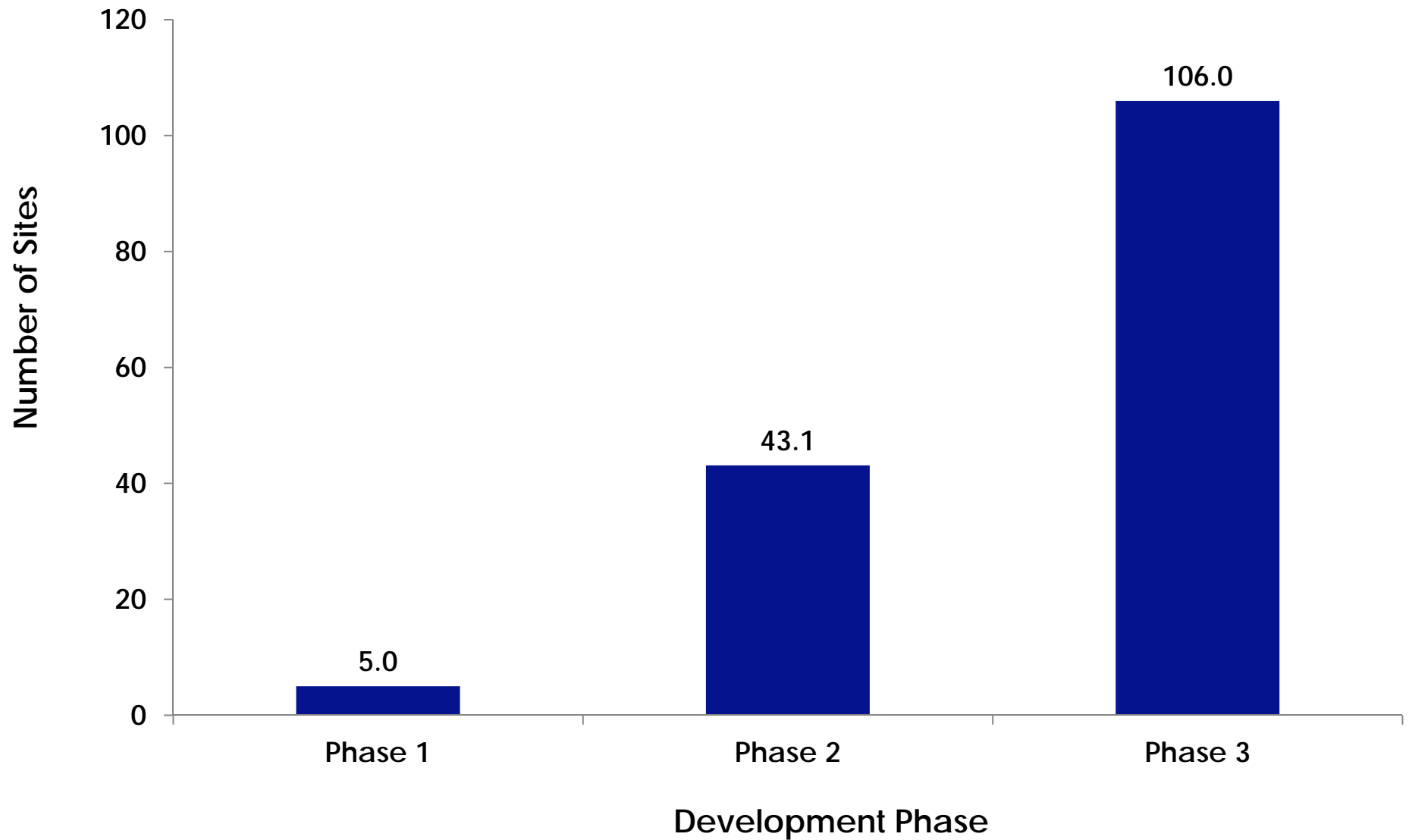
#3 Seed: Evaluate Potential Sites and Investigators to Improve Patient Recruitment

- **A comprehensive examination of the physical space and the site's patient population is crucial to meeting recruitment goals**
- **Site selection ranked as the most-effective patient recruitment tool among surveyed companies.**
- **When possible, choosing sites that rely on electronic medical records aids the patient recruitment process immensely.**

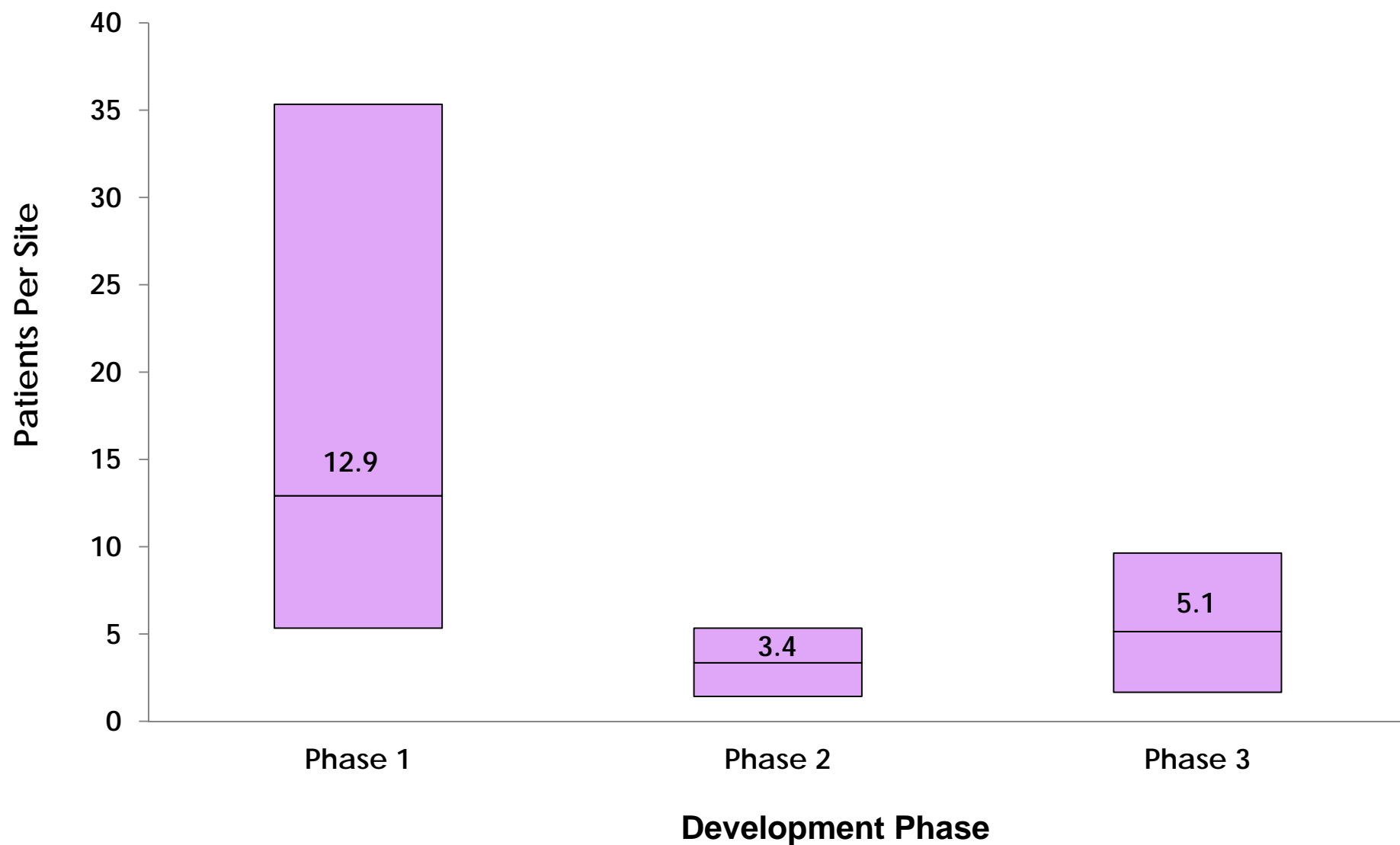
Electronic Medical Records in Action

“We first looked at how many patients were identified in the site’s EMR system. Then, part of our recruitment plan was to reach out to them specifically through letters and postcards. For this particular study, because we were doing such a focused effort, we called every single person to meet our recruitment goals.”

Average Number of Sites for Oncology Trials by Phase



Range and Average Number of Patients Per Site in Oncology Trials by Phase



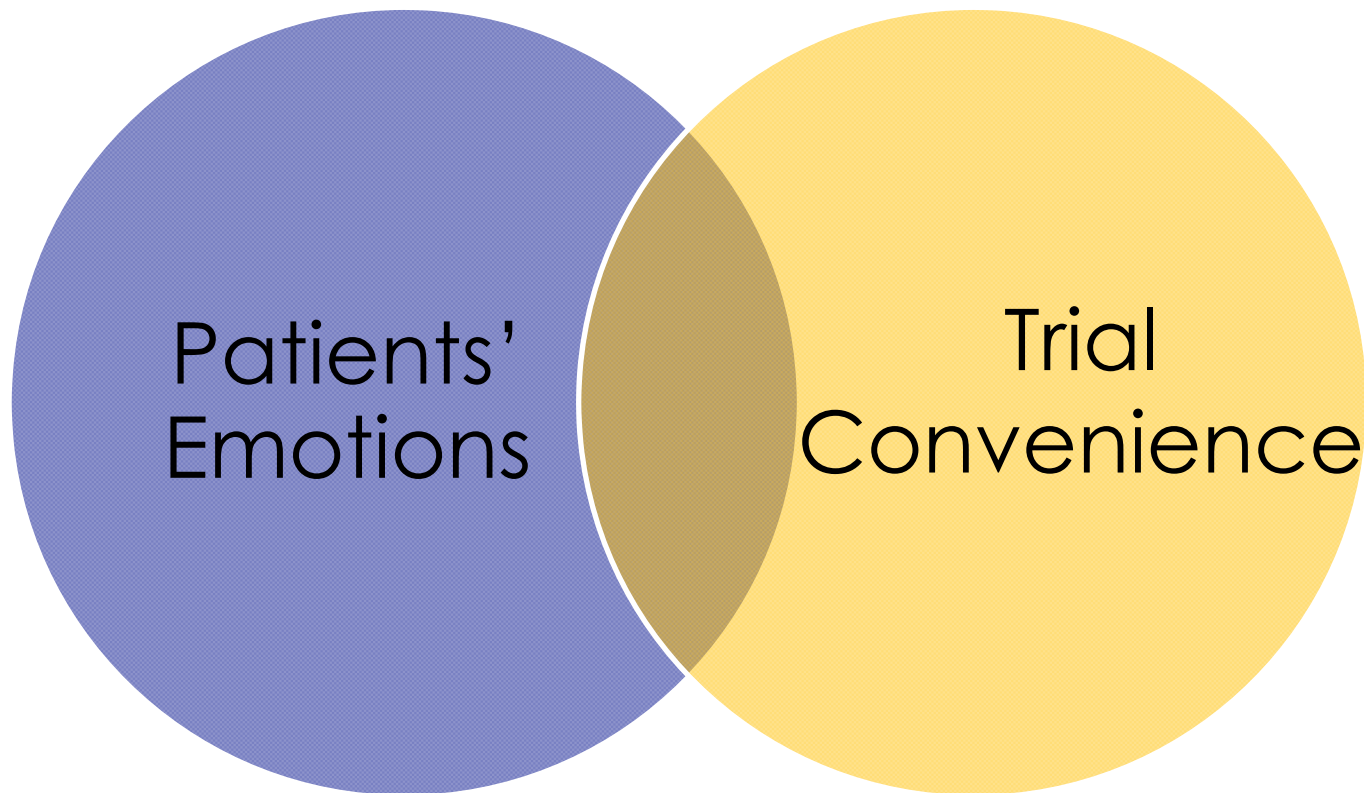
n=26

#4 Seed: Tap Into Patient Motivators To Speed Up The Patient Recruitment Process

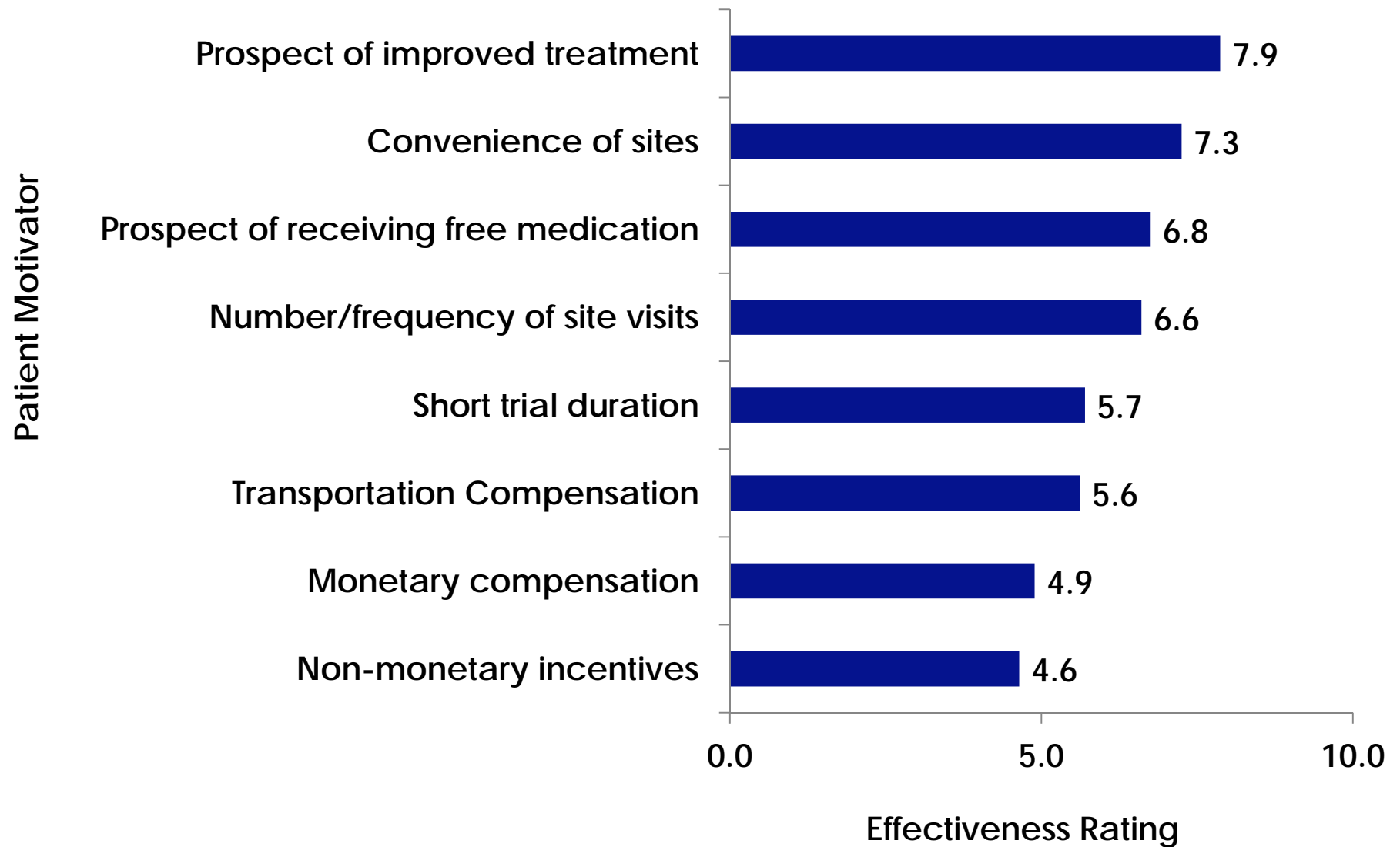
- **The biggest patient motivator is altruism. Patients want to give back.**
- **To benefit from patient altruism, companies should incorporate altruistic language in the clinical trial's marketing efforts.**
- **Among other motivating factors, the prospect of improved treatment for the patient's disease is the most effective.**
- **Other key motivating factors include site and protocol convenience.**

Patient Motivators

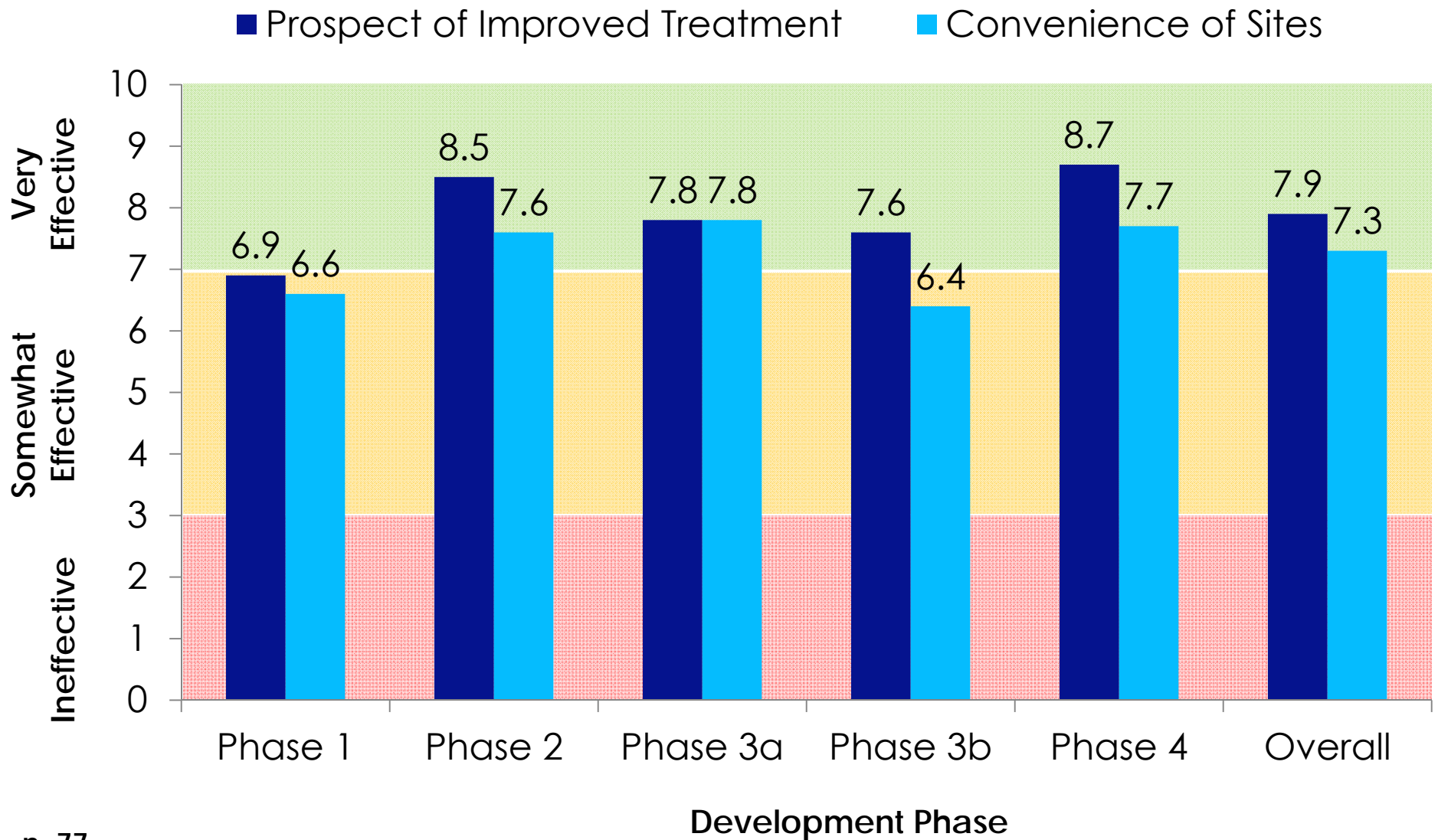
The most effective patient motivators blend emotional aspects of clinical trials with convenience.



Overall Effectiveness of Patient Motivators

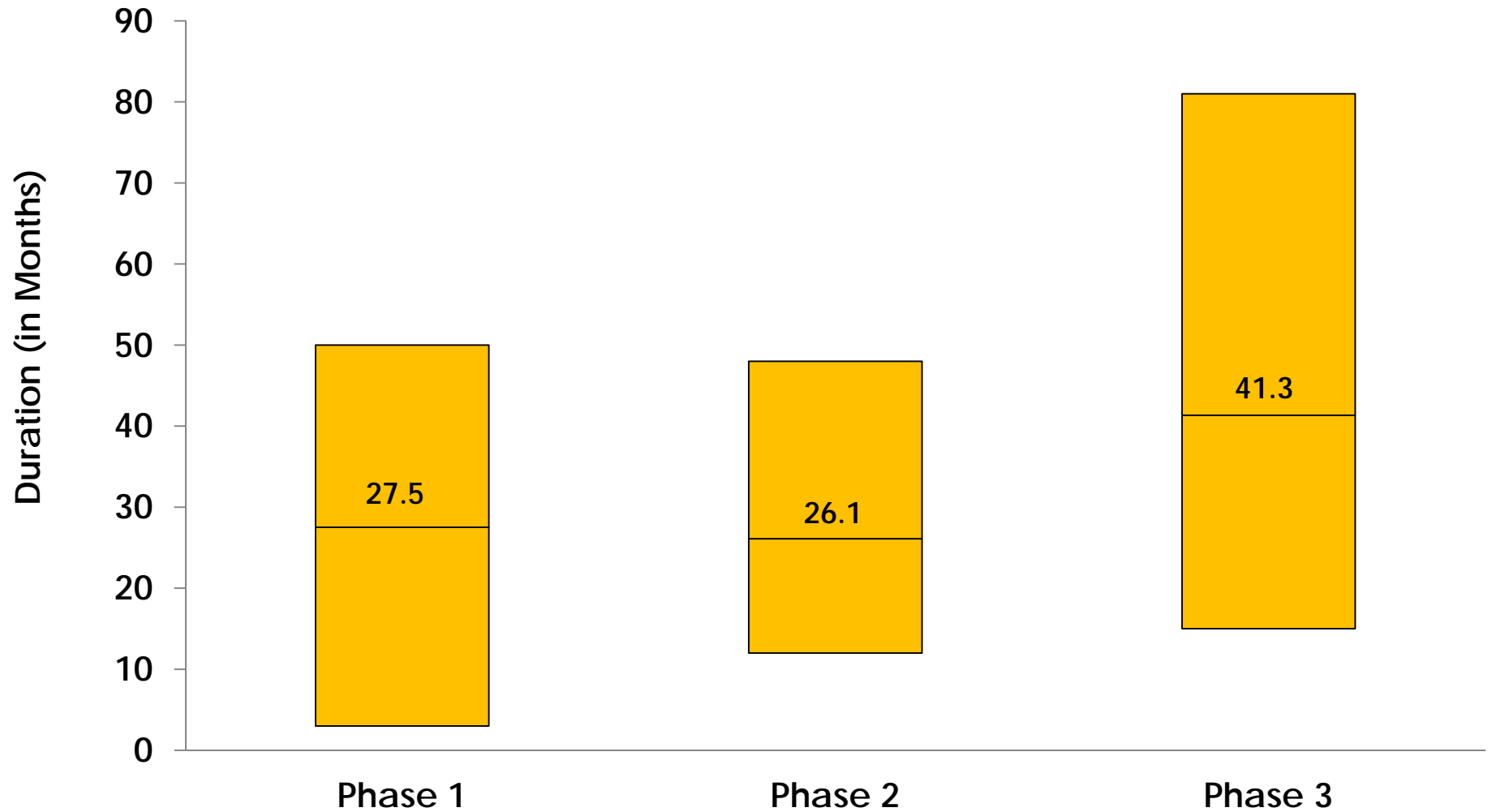


Effectiveness Ratings of Patient Motivators by Phase



n=77

Range and Average Trial Duration, by Phase



n=28

Development Phase

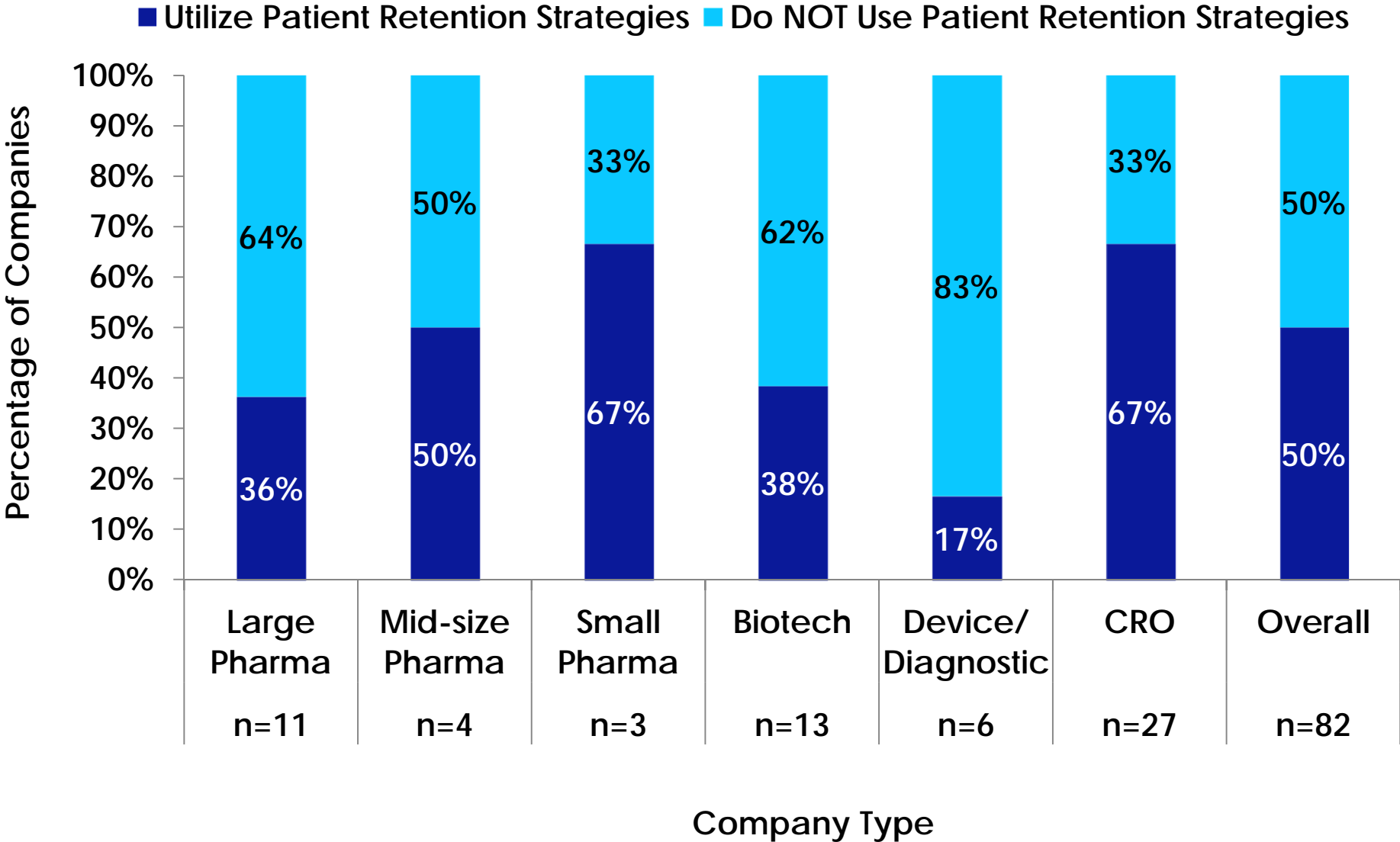
Never Underestimate Altruism

“Patients still want to participate by and large for the altruistic reasons of helping society and helping to further the understanding of their disease. I think when you look at surveys that have been done, people will say by and large it’s altruism that drives them to want to participate.”

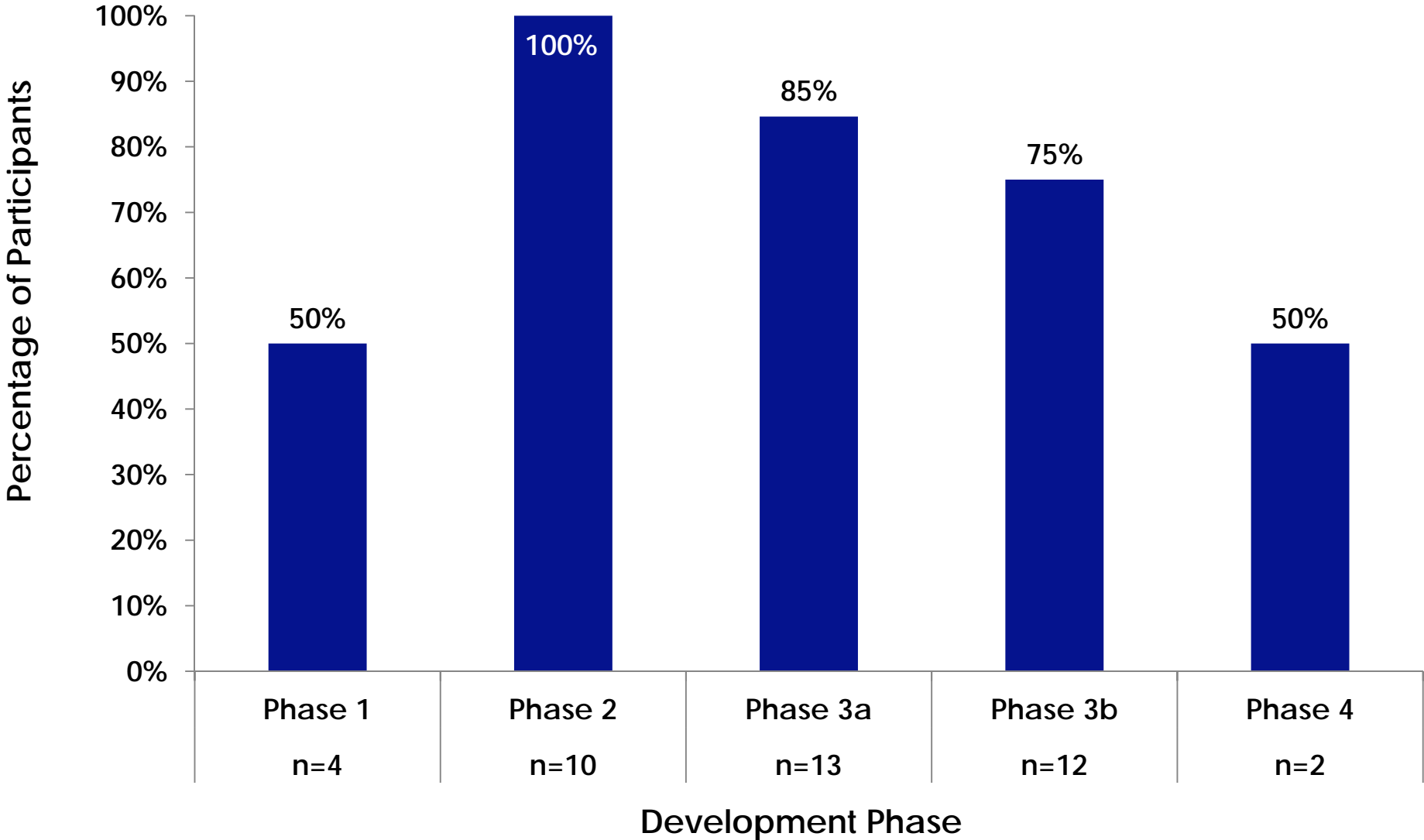
Round 2: Patient Retention Strategies are Underused by the Healthcare Industry

- **Patient dropout rates can run as high as 30%, but only half of the surveyed companies have patient retention strategies in place.**
- **Too often, drug companies rely on their CROs to manage patient retention rather than developing plans themselves.**
- **Despite having more resources to develop patient retention strategies, large pharma companies are the least likely to do so.**
- **The data show that the most used patient retention strategies are phone call reminders, treatment follow-up by phone, transportation assistance and print/paper support materials.**

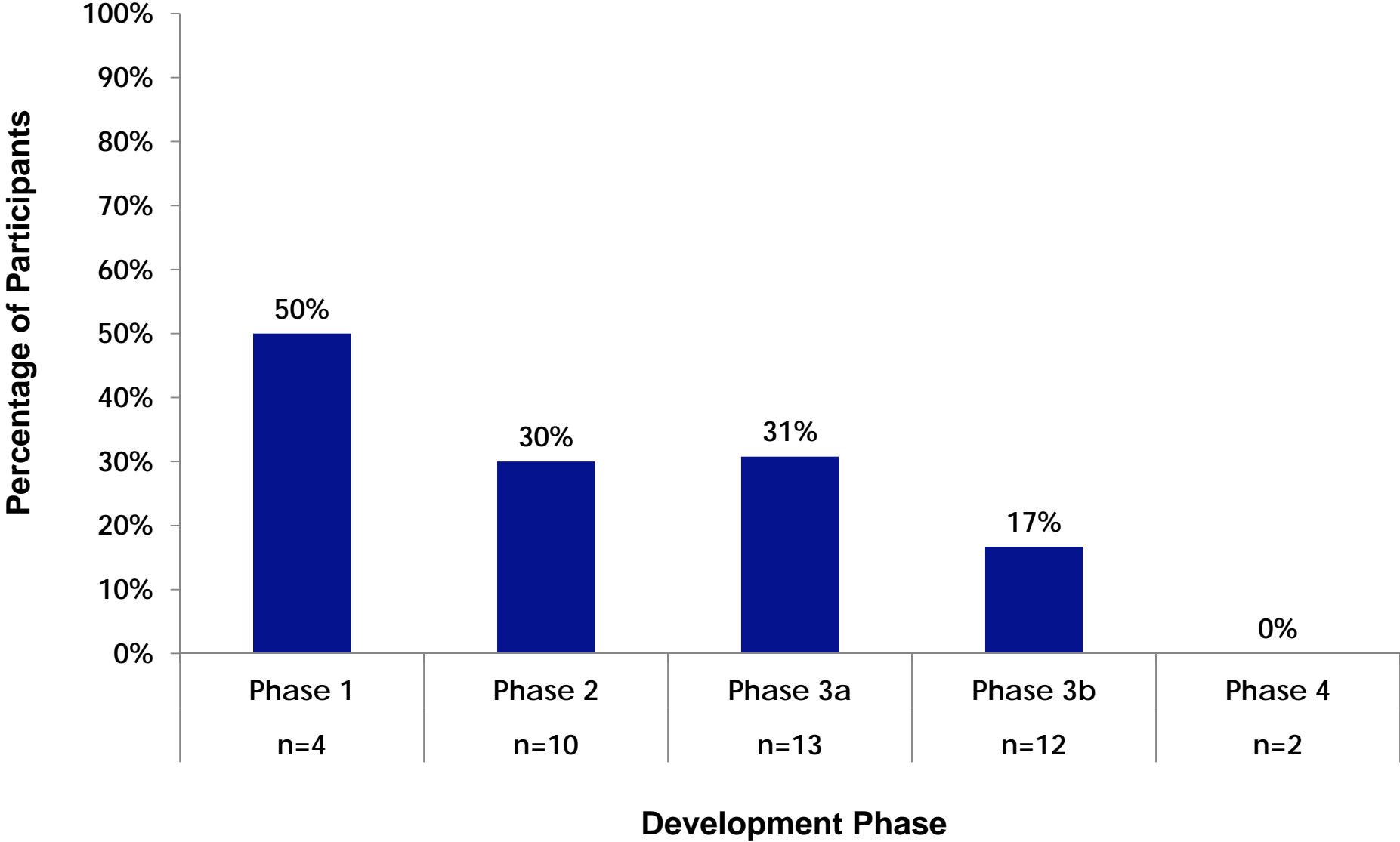
Percentage of Participants that Use Patient Retention Strategies by Company Type



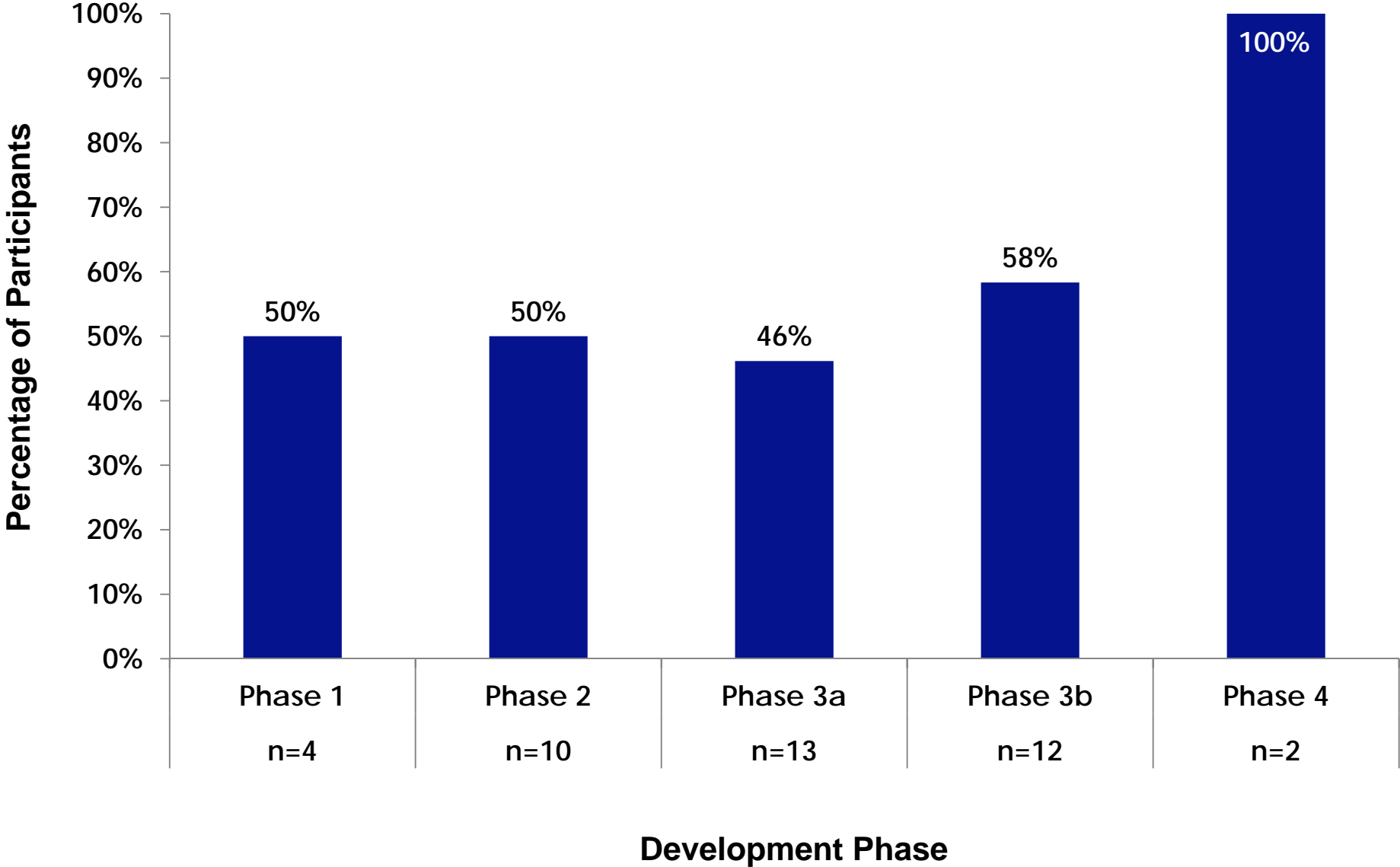
Percentage of Participants Using Patient Retention Strategies by Phase: Visit Reminders by Phone



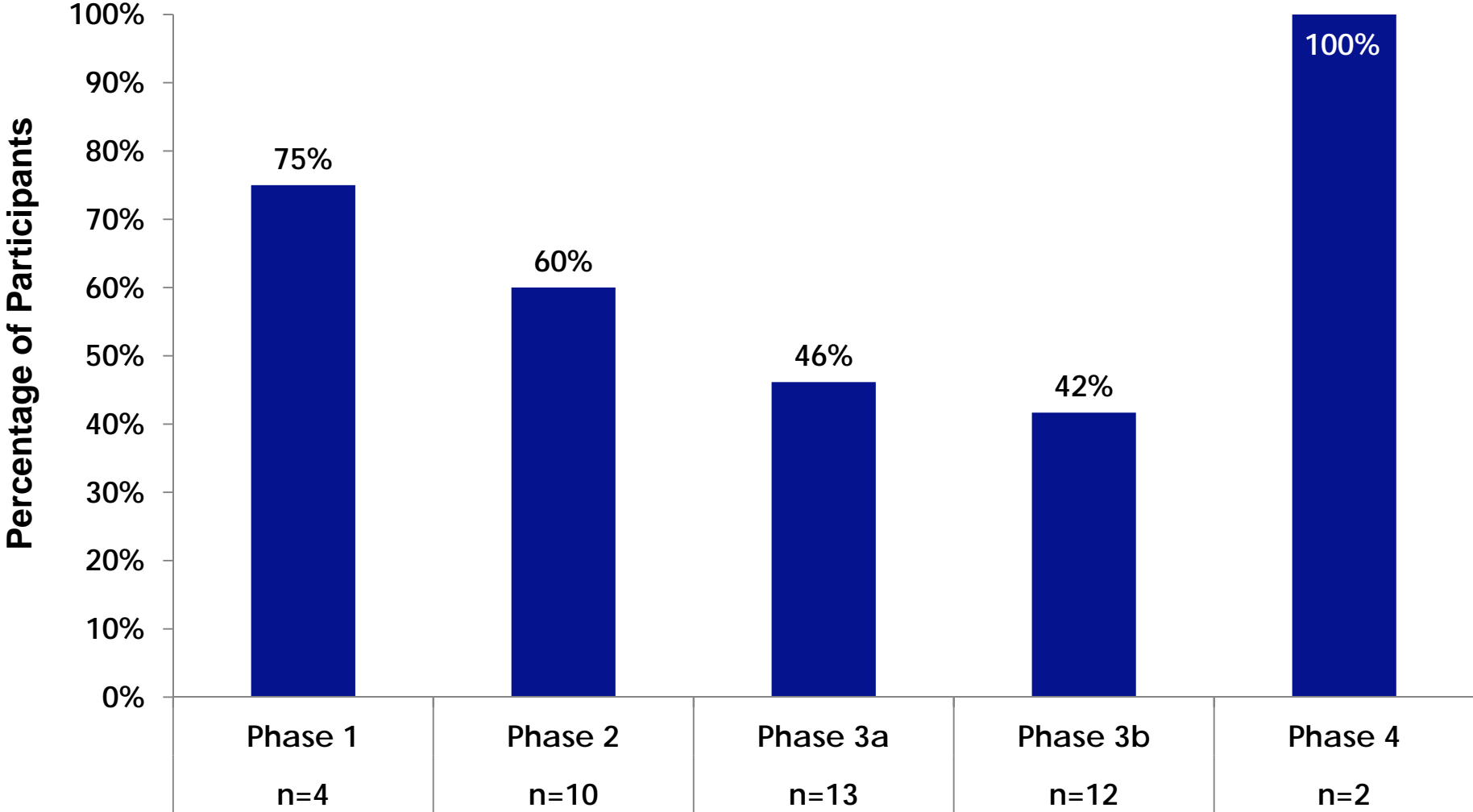
Percentage of Participants Using Patient Retention Strategies by Phase: Visit Reminders by Email



Percentage of Participants Using Patient Retention Strategies by Phase: Print/Paper Patient Support Materials

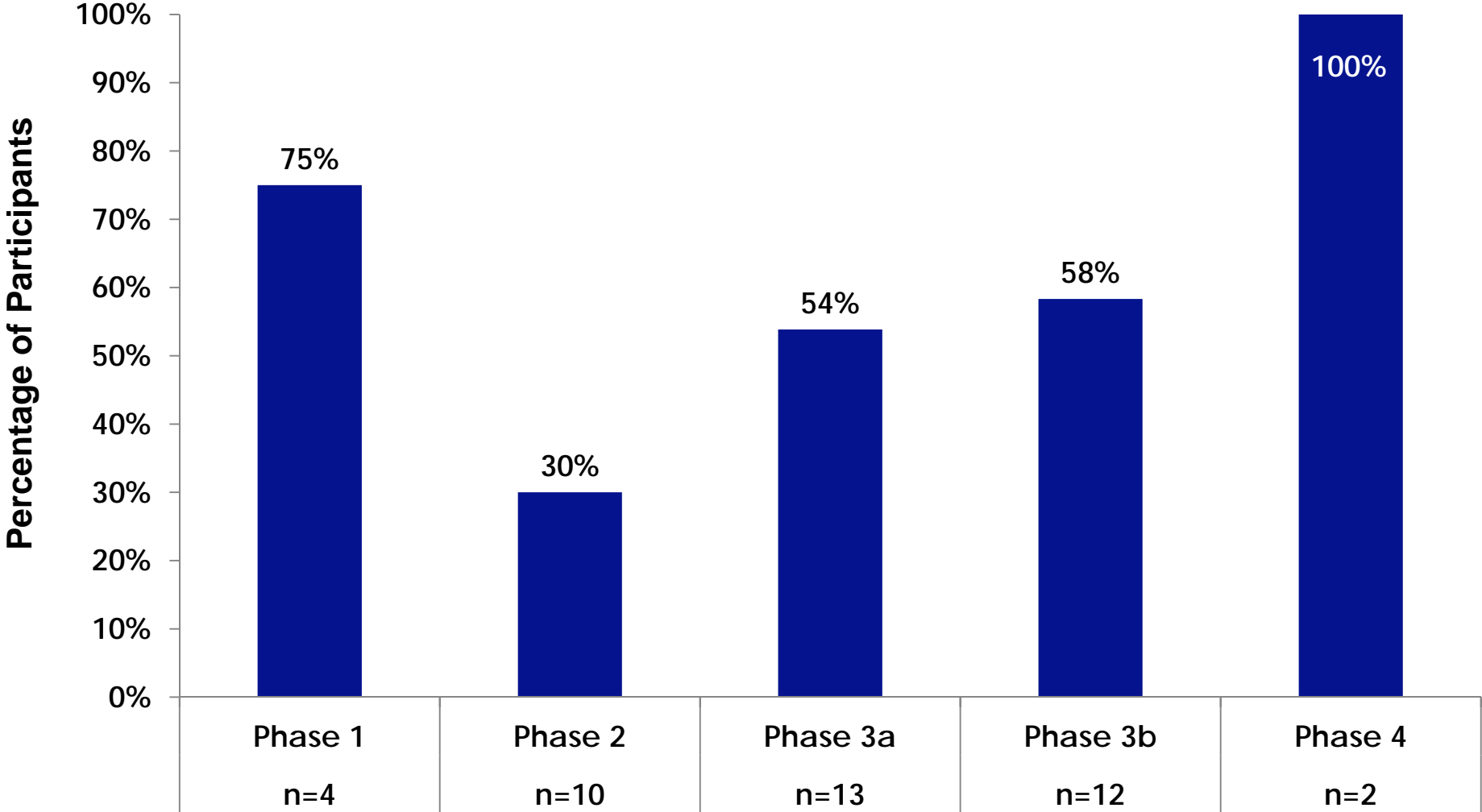


Percentage of Participants Using Patient Retention Strategies by Phase: Treatment Follow-up by Phone



Development Phase

Percentage of Participants Using Patient Retention Strategies by Phase: Transportation Assistance



Development Phase

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