

CASE STUDY

AES Saves More than 4 Months of Enrollment Time and \$2.2 Million for Phase III Atopic Dermatitis Study

AT A GLANCE

Indication: **Atopic Dermatitis**



Randomized patients delivered:

25%

Enrollment cost saved:

\$2.2 million

THE CHALLENGE

This sponsor had blockbuster expectations for its compound in the treatment of moderate-to-severe atopic dermatitis when it began its Phase III study.

THE PLAN

Given the commercial importance of the study, on-time completion of enrollment was crucial.

The clinical trial team hired Accelerated Enrollment Solutions (AES) from study onset to increase the Site Enrollment Rate by delivering patients to whom their sites did not have access. We supported 39 and 41 sites for Protocols 1 and 2, respectively.

To accomplish the sponsor's goals, AES designed and launched customized full-service patient recruitment marketing campaigns that included:

- eRecruitment, including social media, online health networks, and keyword search

- Direct mail to a subset of atopic dermatitis sufferers within our proprietary database of 100+ million people who consented to be contacted for clinical trials
- Print ads in selected markets

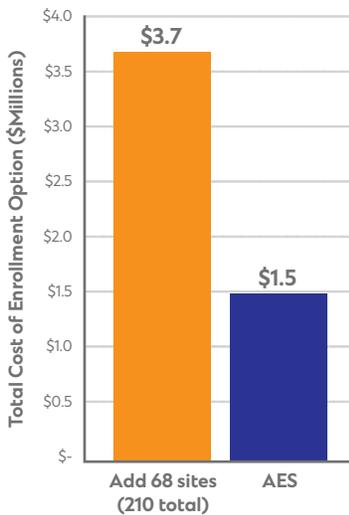
AES also created a special pre-screener to help respondents more accurately determine the severity of their condition. Based on interviews with the sites, the AES feasibility team rewrote the pre-screener to show pictures online, along with accompanying questions, to help respondents better approximate the amount of body surface area affected by their atopic dermatitis.

THE RESULTS

As a result of the AES targeted campaign, only the most qualified respondents were referred to the sites. The sponsor was able to complete enrollment at a significant cost savings and at least 4 months faster than waiting for sites to enroll enough patients on their own.

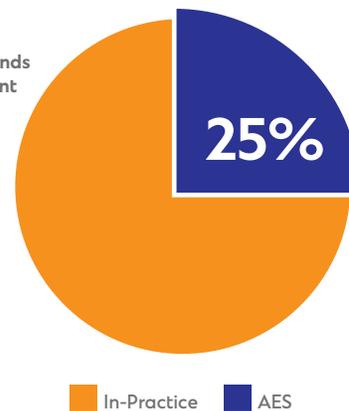


THE BENEFITS



- AES cost \$2.2 million less than adding 68 sites, which would have been required to enroll the 153 patients needed to complete enrollment on time.
- AES contributed 25% of the total randomizations.
- AES increased the Site Enrollment Rate by 27%.

Contribution of Total Rands During AES Engagement



About AES

Accelerated Enrollment Solutions (AES) is the new standard in clinical trial productivity. Our innovative and integrated site and patient services secure the success of clinical trials by providing enrollment, timing, and budget certainty.

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