

## CASE STUDY

# Thanks to AES, a Sponsor Won its Race to Market with a New Class of OIC Drug

### AT A GLANCE

Indication: **Opioid-Induced Constipation**



Site enrollment rate increase:

**77%**

Cost savings:

**\$13.9 million** (vs. adding sites)

### THE CHALLENGE

Opioid-induced constipation (OIC) is projected to hit \$2.8 billion by 2022, according to Credence Research (March 2016 report). Growth for this market will come from the introduction of several new drugs, including this sponsor's compound, which would be the first to market in a new class.

### THE PLAN

**Accelerated Enrollment Solutions (AES) was hired at study start because the clinical trial team needed to be certain of reaching enrollment goals on time.**

For the sponsor, the financial stakes were enormous. Being first to market could mean capturing a major slice of a multi-billion-dollar pie, and double-digit royalties would be possible based on worldwide sales. Hence, every day counted, and being able to abbreviate clinical trial timelines was crucial to the company's commercial success.



## THE RESULTS

### Timelines were met, the drug received FDA approval, and the sponsor leapfrogged its major competitor to market.

Our patient-first approach delivered 44% of all study randomizations (924) across 401 sites, and increased the site enrollment rate by 77%. As a result, the sponsor averted a potential 1-year, or more, delay.

- By selecting the AES patient-first vs site-first option for closing the enrollment gap, the clinical trial team made a very cost-efficient decision.
- Given the actual in-practice site enrollment rate, the sponsor would have needed to activate another 310 sites (for a total of 711) to meet its randomization target in 14 months -- a very costly and uncertain option.



## 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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