



Adult Depression

Increase Enrollment by 99% Directly Saving 7 Months on the Enrollment Timeline

Pressing Timelines: 5 months to complete enrollment

Major Depression Disorder (MDD) studies can have strict I/E criteria with exclusionary conditions and use of prior medications providing unique challenges to enrollment. The specific criteria and tight enrollment timeline required for this Phase III protocol resulted in sites struggling to meet enrolment goals and the sponsor anticipated needing another 10 months to enroll at the current rate, but with only 5 months in the remaining timeline.

The Study Team needed a reliable, transparent solution to close the enrollment gap and double the enrollment rate from 12.25 patients per month to 24 patients per month to allow the study to close on time.

AutoCruitment was selected to launch a direct-to patient online recruitment campaign with dedicated Site Engagement to drive additional qualified referrals to the sites.



Enrollment
increased by
99%



AutoCruitment was selected and brought on to drive additional, qualified patients to the existing sites.

Geographic targeting was used to canvas a 30 mile radius around the 30 research sites.

Indication Targeting identified Depression Patients based on their digital footprint.

5,058 Patients successfully passed the online screener and were referred.

A Dynamic Solution

The AutoCruitment campaign started in February 2019, with AutoCruitment tasked to send 2,800 pre-screened patients to meet the study's enrollment goal by the beginning of August 2019, with 50+ randomizations required to come from AutoCruitment. By mid-July 2019, AutoCruitment had referred 5,058 qualified patients, resulting in 88 additional AutoCruitment randomizations, increased the enrollment rate from 12.25 patients per month to 25.2 patients per month (a 1.99x or 99% increase), allowing the study to close one month earlier than the August 2019 deadline and saving 7 months on the enrollment timeline compared to if sites continued to enroll at their current rates prior to AutoCruitment involvement.

AutoCruitment Site Engagement was integral to the success of this study, as relationships developed with each site resulted in sites being more motivated to contact patients and drive them towards randomization. Site Engagement created specialized recruitment plans with each site to ensure they had a manageable number of qualified patients and that they had the support they needed to succeed.

Months to Complete Enrollment

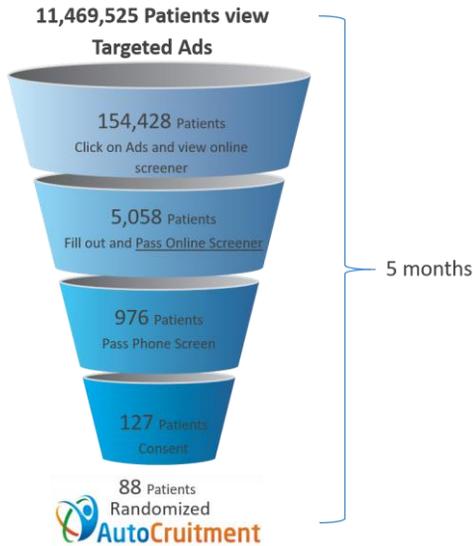
With AutoCruitment
Without AutoCruitment





Using the AutoCruitment Approach for a Phase II Adult Depression Study

Increase enrollment by up to 99%, without opening additional sites!
AutoCruitment drives additional, qualified patients to your sites!



- 1) AutoCruitment’s proprietary algorithm searches within a 30-mile radius of contracted research sites, to identify patients researching Depression or Depression treatment options.
- 2) The AutoCruitment platform successfully targets these interested patients on their preferred online platform.
- 3) AutoCruitment develops custom targeted ads tailored to engage patients with Depression. These volunteers are qualified prior to referral through online screeners.
- 4) Fresh and engaged patients are referred to sites in real-time via the sophisticated AutoCruitment portal, with live tracking and reporting. Site Support is available to assist sites every step of the way, up until randomization.

Testimonials - Site Engagement and Relationships

“We wouldn't be screening this week without your help, so thank you!”

“We Randomized two pts last week! Also happy to be filling up our schedules with pts! Thanks again for all you guys do. You rock!”

“I'm pumped about the good turnout we've had with you guys! 3 randomizations and to many more!”



The AutoCruitment program was initiated in 2 Business Days of Sponsor and IRB approval.



AutoCruitment referred **5,058 qualified and screened patients** to the 30 USA research sites in just 5 months.



25 of the participating sites randomized at least 1 AutoCruitment referral, with the highest enroller enrolling 14 AutoCruitment Patients



AutoCruitment contributed **88 randomized patients**, 58% of total randomizations during the contracted time (IVRS data).



AutoCruitment **increased enrollment by 99%** Allowing **7 months to be saved on the enrollment timeline.**

