



Pediatric Depression

Increase Enrollment by 98%

Saving 9 Months on the Enrollment Timeline

A Unique Patient Population and Pressing Timelines

Pediatric Major Depression studies present a unique challenge to enrollment, as the subjects often do not communicate their symptoms, or caregivers may not be comfortable discussing their child's depression. With these challenges, along with sites struggling to meet their enrollment targets, the sponsor anticipated needing another 18 months to enroll at their current rate, but with only 14 months in the remaining timeline.

The Study Team needed a reliable, transparent solution to close the enrollment gap and increase the enrollment rate from 8.97 patients per month to 11.43 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
98%



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 48 research sites.

Indication Targeting identified Depression patients based on their digital footprint.

2,450 Patients successfully passed the online screener and were referred.

A Dynamic Solution

The AutoCruitment Campaign started in September 2018, with AutoCruitment tasked to support 48 sites and increase the enrollment rate from 8.97 patients per month to 11.43 patients per month to meet the November 2019 study closing deadline. By June 2019 AutoCruitment had surpassed this randomizing 61 patients and increasing the enrollment rate from 8.97 patients per month to 17.80 patients per month (a 1.98x or 98% increase) allowing enrollment to finish 5 months ahead of schedule and saving a total of 9 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.

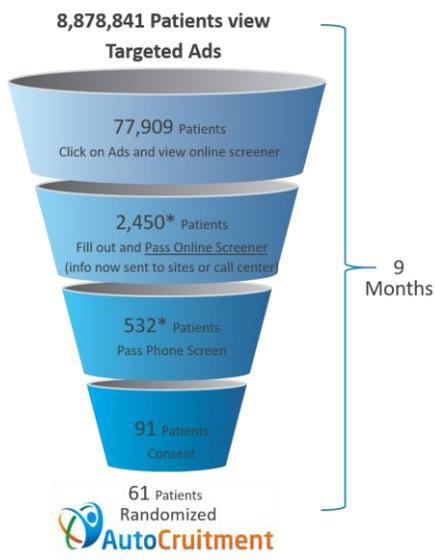
Months to Complete Enrollment





Using the AutoCruitment Approach for a Phase II Pediatric Depression Study

Increase enrollment by 98%, 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 parents/caregivers investigating Paediatric Depression symptoms and treatment options.
- 2) The AutoCruitment platform successfully targets these interested patients/caregivers on their preferred online platform.
- 3) AutoCruitment develops custom targeted ads tailored to engage parents/caregivers with children with Pediatric Depression. These patients are qualified prior to referral through sophisticated online screeners based on the Protocol’s I/E criteria
- 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

“Our site worked with AutoCruitment for an Adolescent depression study and they did not disappoint. The Site Engagement Specialist was beyond helpful with communicating with her team on behalf of any of our site’s questions, etc. She provided assistance with sending texts and following up with patients on my behalf. Our site always suggests AutoCruitment to sponsors because of the great experience and customer service provided.”



The AutoCruitment program was initiated in 1 Business Day of Sponsor and IRB approval.



AutoCruitment referred **2,450 qualified and screened patients** to the 48 USA research sites in just 9 months.



25 of the participating sites randomized at least 1 AutoCruitment referral, with the highest enroller enrolling 8 AutoCruitment Patients



AutoCruitment contributed **61 randomized patients**, 38% of total randomizations during the contracted time (IVRS data).



AutoCruitment **increased enrollment by 98%** (75% directly and 23% indirectly). Allowing **9 months to be saved on the enrollment timeline.**

