



# Uterine Fibroids

## Increase Enrollment by 175%

### Saving 10 Months on the Enrollment Timeline

### A Study Design Requiring Over 600 Enrolled

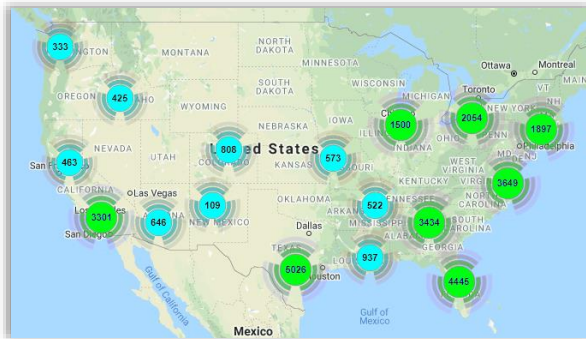
This specific Phase III Uterine Fibroid Study design required 5 treatment groups, 600 randomizations and had a 90% screen fail rate. Competing studies, along with sites struggling to meet their enrollment targets, meant the sponsor anticipated needing another 30 months to enroll at their current rate, but with only 20 months in the remaining timeline.

The Study Team needed a reliable, transparent solution to close the enrollment gap and increase the enrollment rate from 9.7 patients per month to 25 patients per month to allow the study to close on time.

AutoCruitment was selected to launch a direct-to-patient outreach campaign with dedicated Site Engagement to drive additional qualified referrals to the sites and consent up to 1,500 patients.



Enrollment  
increased by  
**175%**



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

Geographic targeting was used to canvas a 30 mile radius around the 149 research sites.

Indication Targeting identified Uterine Fibroids Patients based on their digital footprint.

**38,445 Patients** successfully passed the online screener and were referred.

### A Dynamic Solution

The study campaign lasted 15 months, with AutoCruitment tasked to support 149 sites and increase the enrollment rate from 9.7 patients per month to 25 patients per month to meet the study closing deadline. AutoCruitment surpassed this, increasing the enrollment rate from 9.7 patients per month to 26.7 patients per month (a 2.75x or 175% increase), allowing the study to close on time and saving 10 months on the enrollment timeline compared to if sites continued to enroll at their current rates prior to AutoCruitment involvement.

The AutoCruitment campaign targeted 2 million Uterine Fibroids patients across AutoCruitment's 1,500 digital channels. Resulting in 38,445 additional, qualified AutoCruitment patients being referred to the sites in real time (as many as 3,199 patients being referred in one week) and 1,785 AutoCruitment patients being consented by the sites. A high referral volume and numerous competing studies meant strategic, relationship based, Site Engagement was critical to the success of the program. With Site Engagement working closely with sites to ensure subject follow up, and continued engagement over the 15 month campaign.

### Months to Complete Enrollment

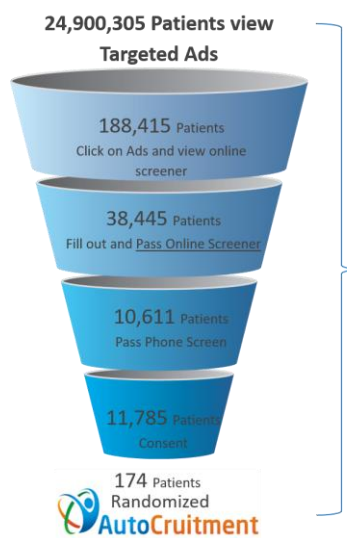
With AutoCruitment  
Without AutoCruitment





# Using the AutoCruitment Approach for a Phase II Uterine Fibroids Study

**Increase enrollment by 175%, 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 Uterine Fibroids or UF 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 Uterine Fibroids. 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 were amazed by the number of referrals we received for our uterine fibroids study!”

“In recent years, our site has worked with a number of recruitment specialists chosen by the sponsor pharmaceutical company. None of these recruitment specialists can begin to compare with AutoCruitment in providing our site with pre-screened potentially eligible study subjects. AutoCruitment’s delivery of service coupled with comprehensive and frequent follow up demonstrates not only personal site attention and engagement but remarkable collaboration. “



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



AutoCruitment referred **38,445 qualified and screened patients** to the 149 sites over 15 months and kept sites engaged.



91 of the participating sites randomized at least 1 AutoCruitment referral, with the highest enroller randomizing 9 AutoCruitment Patients



AutoCruitment contributed **174 randomized patients**, 33% of total randomizations during the contracted time (IVRS data).



AutoCruitment **increased enrollment by 175%** (90% directly and 85% indirectly). Allowing **10 months to be saved on the enrollment timeline.**

