



# Pediatric Anxiety

Increase Enrollment by 535% (6.35X)  
Saving 26.8 Months on the Enrollment Timeline

## A Unique Patient Population and Pressing Timelines

Pediatric Anxiety studies present a unique challenge to enrollment, and this specific study had a tight enrollment timeline. With enrollment rates slowing, the sponsor anticipated needing 32 months to enroll at the sites current enrollment rate, but with only 7 months in the timeline.

The Study Team needed a reliable, transparent solution to close the enrollment gap and increase the enrollment rate from 3.4 patients per month to 15.3 patients per month to allow the study to close on time.

AutoCruitment was selected to launch a fast paced 7-month targeted online recruitment campaign with a sophisticated online screener and Site Engagement support.



Enrollment  
increased by  
535%



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 Caregivers of Pediatrics with Anxiety based on their digital footprint.

**2,945 Patients** successfully passed the online screener and were referred.

## A Dynamic Solution

The AutoCruitment Campaign started in February 2021, with AutoCruitment tasked to support 30 research sites and increase the enrollment rate from 3.4 patients per month to 15.3 patients per month to meet the September 2021 study closing deadline. By July 2021 AutoCruitment had surpassed this randomizing 91 patients and increasing the enrollment rate from 3.4 patients per month to 21.6 patients per month (a 6.35x or 535% increase) allowing enrollment to finish 2 months ahead of schedule rather than 24.8 months behind and saving a total of 26.8 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.

### Months to Complete Enrollment

With AutoCruitment  
Without AutoCruitment





# Using the AutoCruitment Approach for a Phase II Pediatric Anxiety Study

**Increase enrollment by 535%, 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 Pediatric Anxiety 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 Anxiety. 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 user-friendly 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

“Over the past 15 years we have worked with a number of recruitment specialists chosen by our sponsor pharmaceutical company partners in an effort to boost enrollment for more challenging clinical trials. None of these recruitment specialists can begin to compare with AutoCruitment in providing our site with pre-screened 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 **2,945 qualified and screened patients** to the 30 USA research sites in just 5 months.



23 of the 30 participating sites randomized at least 1 AutoCruitment referral, with the highest enroller enrolling 11 AutoCruitment Patients.



AutoCruitment contributed **91 randomized patients**, 84% of total randomizations during the contracted time (IVRS data).



AutoCruitment **increased enrollment by 535% or 6.35X**. Allowing **26.8 months to be saved on the enrollment timeline**.

