AutoCruitment
Optimizing the Science of Patient Recruitment

Overactive Bladder
Increase Enrollment by 87%
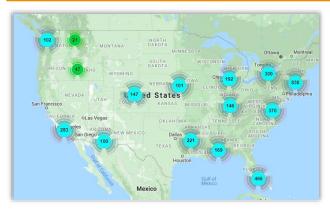### Saving 6 Months on the Enrollment Timeline

Pressing Timelines: 6 months to complete enrollment

This specific Phase III Overactive Bladder Study presented a unique challenge to enrollment, as the protocol called for a specific population with prior use of specific treatments, without adequate response. With these challenges, along with sites struggling to meet their enrollment targets within the first 2 months of the study, the sponsor anticipated needing another 11 months to enroll at their current rate, but with only 6 months in the remaining timeline.

The Study Team needed a reliable, transparent solution to drive additional qualified patients to the sites, close the enrollment gap and increase the enrollment rate from 17.7 patients per month to 30 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 patients to the sites.

Enrollment increased by 87%

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 54 research sites.

Indication Targeting identified Overactive Bladder Patients based on their digital footprint.

3,735 Patients successfully passed the online screener and were referred.

A Dynamic Solution

The AutoCruitment campaign launched in mid-May 2019, with AutoCruitment tasked to support 54 research sites and randomize 100 AutoCruitment patients within 6 months, increasing the enrollment rate from 17.7 patients per month to 30 patients per month to allow the study to close on time. AutoCruitment surpassed this goal, randomizing 108 patients within 5 months, increasing the enrollment rate from 17.7 patients per month to 33.14 patients per month (a 1.87x or 87% increase), allowing the study to finish ahead of schedule and saving a total of 6 months on the enrollment timeline compared to if sites continued to enroll at their current rates prior to AutoCruitment involvement.
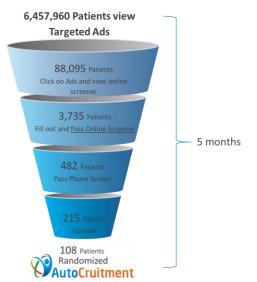
Months to Complete Enrollment

With AutoCruitment	5 Months	6 Months Saved
Without AutoCruitment	11 Months	

Increase enrollment by up to 87%, without opening additional sites!

AutoCruitment drives additional, qualified patients to your sites!

6,457,960 Patients view Targeted Ads

88,095 Patients
Click on Ads and view online screener

3,735 Patients
Fill out and Pass Online Screener

482 Patients
Pass Phone Screen

215 Patients
Consent

5 months

108 Patients
Randomized
AutoCruitment

1) AutoCruitment's proprietary algorithm searches within a 30-mile radius of contracted research sites, to identify patients researching Overactive Bladder or OAB 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 OAB. 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

"AutoCruitment has been providing quality referrals consistently for our clinical trials and has allowed our site to increase enrollment in a quick and efficient manner. The referral portal is simple, easy to use which makes updates very easy and not time consuming. I have worked on recruitment for hundreds of clinical trials and have seen many central ad campaigns with many vendors with varying degrees of success, but if I had to pick one to work with it would be AutoCruitment because of the consistency and quality of referrals."

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

AutoCruitment referred **3,735 qualified and screened patients** to the 54 USA research sites in just 5 months.

35 of the participating sites randomized at least 1 AutoCruitment patient, with the highest enroller randomizing 8 AutoCruitment Patients

AutoCruitment contributed **108 randomized patients**, 47% of total randomizations during the contracted time (IVRS data).

AutoCruitment **increased enrollment by 87%** Allowing **6 months to be saved on the enrollment timeline**.

Number of Patients Randomized Per Month

87% Increase

17.7
Without AutoCruitment Patients (May 2019 to Oct 2019)

33.14
With AutoCruitment Patients (May 2019 to Oct 2019)