AutoCruitment
Optimizing the Science of Patient Recruitment

Type 1 Diabetes
Increase Enrollment by 61%
Saving 1.5 Months on the Enrollment Timeline

Pressing Timelines: 3.5 months to complete enrollment

Type 1 Diabetes studies are highly competitive and this specific study required previous use of specific medications and as such a highly targeted subset of the Type 1 Diabetes population which sites were having difficulty finding within their own databases.

It became clear half way through the planned enrollment timeline that site's databased patients would not be enough to fulfil enrollment needs for the study.

With just 3.5 months left on the enrollment timeline and 282 Randomized Patients still required AutoCruitment was selected to launch a fast paced 3-month targeted online recruitment campaign with a sophisticated online screener and Site Engagement support.

Enrollment increased by 61%
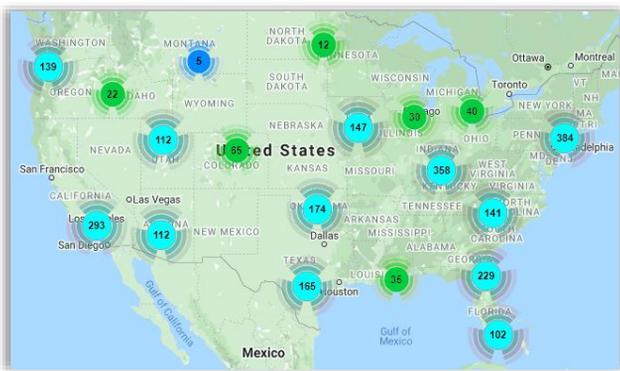
AutoCruitment was brought on to drive additional, qualified patients to the existing sites.

Geographic targeting was used to canvas a 30 mile radius around the 146 research sites.

Indication Targeting identified Type 1 Diabetes patients based on their digital footprint.

2,568 Patients successfully passed the online screener and were referred.

A Dynamic Solution

The AutoCruitment campaign launched in mid-March 2019, with AutoCruitment tasked to support 146 sites, send 2,200 pre-screened patients and increase the enrollment rate from 87.5 patients per month to 112.8 patients per month to meet the study's enrollment goal by June 2019. By the end of May 2019 AutoCruitment had exceeded this goal referring 2,568 pre-screened patients and randomizing 64 patients, increasing the enrollment rate from 87.5 patients per month to 141 patients per month (a 1.61x or 61% increase). Resulting in close of screening at the end of May 2019, 2 weeks ahead of the original mid-June goal, saving a total of 1.5 months on the critical 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	2 Months	1.5 Months Saved
Without AutoCruitment	3.5 Months	

Increase enrollment by 61%, without opening additional sites!
AutoCruitment drives additional, qualified patients to your sites!

5,404,365 Patients view Targeted Ads

50,176 Patients
Click on Ads and view online screener

2,568 Patients
Fill out and Pass Online Screener

497 Patients
Pass Phone Screen

181 Patients
Consent

64 Patients Randomized

AutoCruitment

2 months
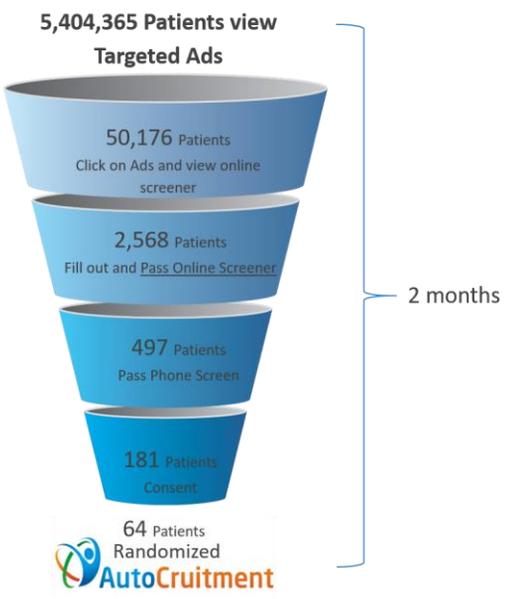
1) AutoCruitment's proprietary algorithm searches within a 30-mile radius of contracted research sites, to identify patients searching for information on Type 1 Diabetes.

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 Type 1 Diabetes. 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

"We just wanted you to know what a great service you offer to Research Centers. You cut through all the red tape and all I have to do is ask them some basic questions regarding the study. Because of the way you have approached the patients they receive me in a warm and inviting way. I wish other sponsors were able to use you."

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

AutoCruitment referred **2,568 qualified and screened patients** to the 146 USA research sites in just 2 months.

48 of the participating sites randomized at least 1 AutoCruitment referral, with the highest enroller randomizing 5 AutoCruitment Patients

AutoCruitment contributed **64 randomized patients**, 22% of total randomizations during the contracted time (IVRS data).

AutoCruitment **increased enrollment by 61%** (37% directly and 24% indirectly). Allowing **1.5 months to be saved on the enrollment timeline**.

Number of Patients Randomized Per Month

Prior to AutoCruitment (Feb 2019 to Mar 2019)	Without AutoCruitment Patients (Apr 2019 to May 2019)	With AutoCruitment Patients (Apr 2019 to May 2019)
87.5	109	141

24% increase

37% Increase