



ATTENTION-DEFICIT/  
HYPERACTIVITY  
DISORDER  
CLINICAL TRIAL  
PATIENT RECRUITMENT





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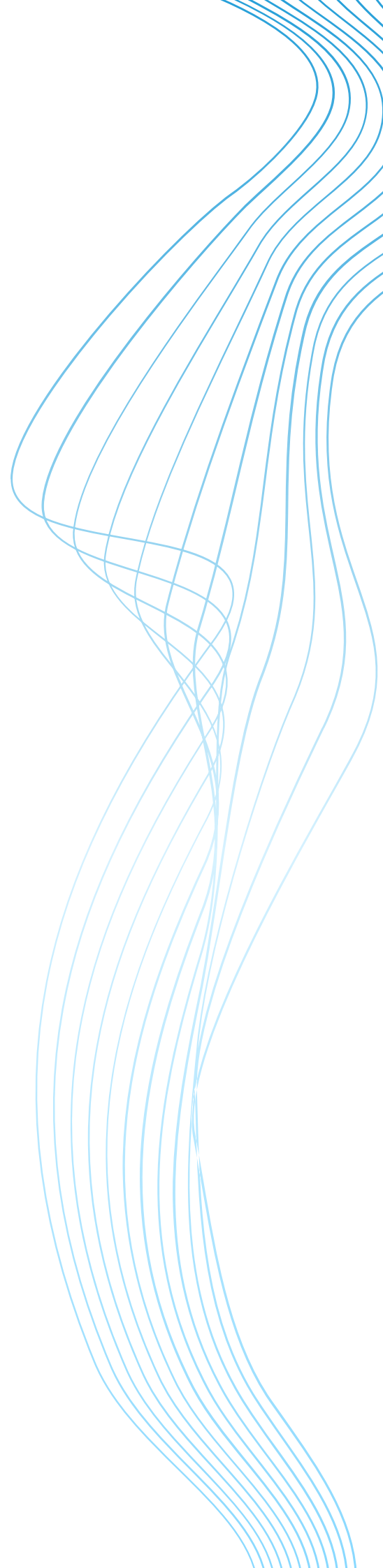
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# INTRODUCTION



Recruiting ADHD patients with direct-to-patient and caregiver targeting, screening, and engagement support.

## Patient Recruitment for ADHD Clinical Trials: **Understanding Patient Perspectives**

Over 500 Million individuals globally are impacted by ADHD and clinical research plays a crucial role in advancing the understanding and treatment of ADHD. At this moment, there are 90 ADHD trials that are active or in planning phases, and the studies differ significantly. Potential treatment options range from mindfulness training in children to the impact of the gut biome and nutrition, to pharmacological intervention.

Recruiting diverse participants for ADHD clinical trials presents significant challenges, particularly due to the diverse nature of the patient population and existing stigmas surrounding mental health conditions.

# TYPICAL PATIENT PROFILE

**ADHD is pervasive globally and impacts children and adults, and the typical profile for potential patients varies between the populations.**



In children (typically 7-12 years old), the most common criteria is those who either have an ADHD diagnosis or a referral for evaluation, are treatment naïve or have discontinued treatment for some time, and are free from seizure disorders.



Adolescents' criteria for DSM-5 diagnosis vary by age; however, they include symptoms of inactivity, hyperactivity, and/or impulsivity. Additionally, the impact of the symptoms, the environment in which they present, and the length of time present are factored into an ADHD diagnosis.



Adult patients typically have a DSM-5 diagnosis, are free from other chronic or psychiatric diseases, aren't currently pregnant, and are also free from seizure disorders.

While the number of potential participants is significant due to the pervasiveness of the condition, recruitment can be challenging for two major reasons:

- Lack of diversity due to cultural, ethical, and/or societal stigmas
- Lack of mental health awareness



# STANDARD DIAGNOSTIC & TREATMENT PATH

Individuals seeking diagnosis or treatment for ADHD commonly face challenges related to difficulty concentrating, organization, time management, and behavioral issues. Some may consult healthcare professionals or undergo neuropsychological evaluations, while others seek online resources for symptom management and potential behavioral or lifestyle modifications.

Alternatively, some may disregard their symptoms altogether due to skepticism about the condition. For those pursuing clinical pathways, the primary care provider typically refers them to a psychologist or psychiatrist for DSM-5 guideline diagnosis and treatment initiation.

Treatment options usually include stimulants and non-stimulants, but some patients may seek clinical trials or alternative treatments due to experiencing negative side effects, medication dependence, or tolerance to their current regimen.

# PATIENT HESITANCY & CONCERNS

There are likely millions of people with undiagnosed ADHD, and due to cultural or ethical stigmas, lack of awareness about the condition, embarrassment around mental health, or insurance-related concerns, they never seek treatment either through a clinical, behavioral, or research-oriented care path.

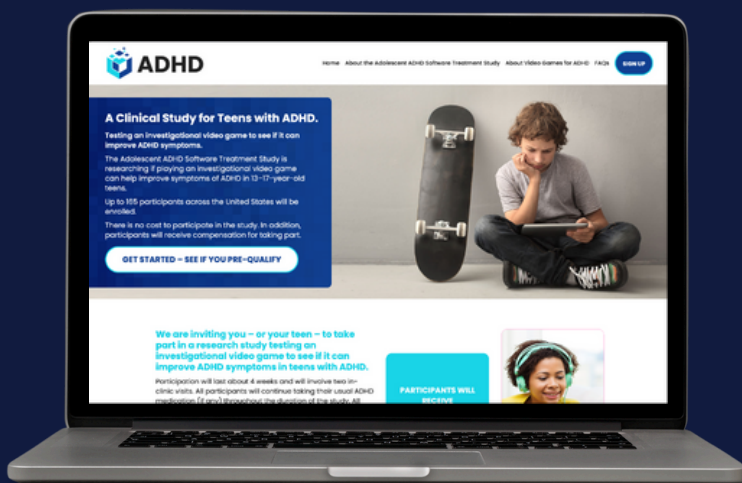
At the same time, there are # of patients taking the standard stimulant or non-stimulant therapies, and they may hesitate to explore alternative care paths (especially clinical trials) due to financial concerns, uncertainty about treatment outcomes, potential disruptions to their daily lives, skepticism about the efficacy of new treatments, fear of the placebo effect, and general lack of awareness and understanding about clinical trials.

# UNLOCKING ACCESS TO INDIVIDUALS WITH ADHD

**Finding potential ADHD clinical trial participants can be challenging, but Direct-to-Patient Advertising as a recruitment approach is powerful in this population.**

Potential patients, especially teens and adults, are first turning to online sources and reacting to influencers for information and education about their diagnosed or suspected condition. For mental health-related conditions, they can easily research their symptoms or condition without publicly disclosing their diagnosis.

For pediatric patients, parents often take the initiative in seeking information about their children's observed behaviors.



With that activity, an online profile begins to evolve, and by using sophisticated targeting and screening algorithms, Sponsors can put information about clinical research directly in front of people who are already seeking information outside of the traditional physician-led approach.

Direct-to-patient recruitment builds awareness and empowers patients (or their caregivers) to seek best-fit solutions for the condition.

# PATIENT MOTIVATION

Whether or not someone has received a formal diagnosis, their search for information about symptoms or conditions implies a desire for a solution. If they're presented with a clinical trial as a treatment option and take steps to determine their eligibility, the patient is likely to be more engaged and proactive at the start.

Traditional recruitment methods focus on data mining to find potential matches but often overlook the individual's interest or motivation.

**Direct-to-patient recruitment, however, reaches those actively seeking solutions, placing research opportunities directly in their path.**

# THERAPEUTIC AREA SNAPSHOT

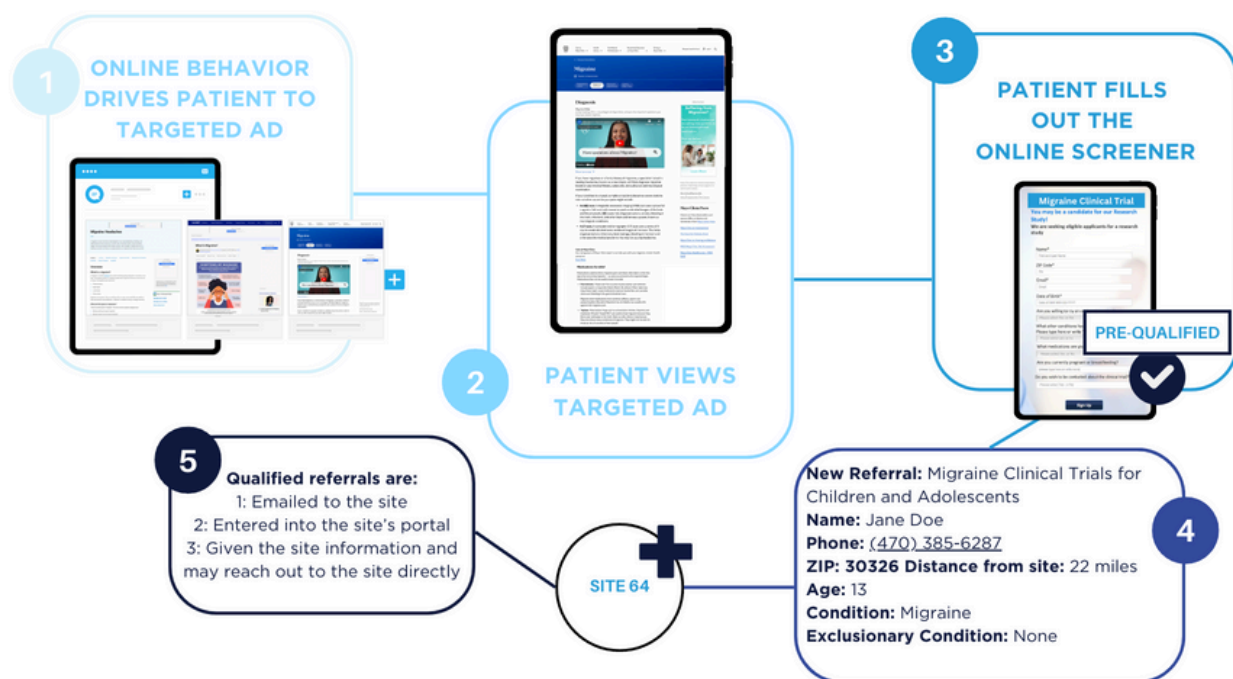
AutoCruitment has completed 33 Neurology Studies in the last 5 years

Average increase in enrollment: 115%

Average time saved: 8.61 months

Average Randomizations Contributed: 49.8%

# AUTOCRUITMENT METHODOLOGY



## ABOUT AUTOCRUITMENT

AutoCruitment unlocks access to the 90% of patients who cannot be found through traditional recruitment methodology alone. By targeting and engaging directly with patients, they're at the center of their recruitment journey.

AutoCruitment is the leading direct-to-patient recruitment company, and we help life sciences companies find the right patients for their trials, at exactly the right time.