

ACCELERATING ENROLLMENT FOR CLINICAL STUDIES

An MDD Case Study on AutoCruitment's Comprehensive Qualification Services Capabilities

Major Depression Disorder (MDD) is a prevalent mental health condition characterized by persistent feelings of sadness, hopelessness, and a lack of interest in daily activities. Recruiting patients for clinical trials focusing on MDD can be particularly challenging, especially when prior medication use is a factor. The complexity of individual treatment histories and varying responses to medications add another layer of difficulty in identifying suitable candidates for MDD studies.

This case study explores how AutoCruitment successfully addressed these challenges through a targeted, multi-faceted approach that accelerated enrollment and improved patient qualification outcomes.

ACCESS: REACHING A VERY SPECIFIC POPULATION

This Phase III Major Depression Disorder (MDD) study encountered significant enrollment challenges due to strict inclusion and exclusion criteria, along with specific conditions and prior medication use leading to unique hurdles. As a result of these stringent criteria and a tight enrollment timeline, study sites struggled to meet their enrollment goals. The sponsor projected that, at the current rate, an additional 10 months would be needed to complete enrollment, despite only having five months remaining in the timeline.

The Study Team needed a reliable and transparent solution to close the enrollment gap and double the enrollment rate from 12.25 to 24 patients per month to ensure the study was completed on time. AutoCruitment was chosen to implement a direct-to-patient online recruitment campaign, coupled with dedicated Site Engagement, to generate more qualified referrals to the sites.

The AutoCruitment campaign launched with the goal of sending 2,800 pre-screened patients to achieve the study's enrollment target by early August 2019, including over 50 randomizations from AutoCruitment. Within four months, AutoCruitment had referred 5,058 qualified patients, leading to an additional 88 randomizations. This increased the enrollment rate from 12.25 to 25.2 patients per month—a remarkable 99% increase—enabling the study to conclude one month ahead of the deadline and saving a total of seven months on the enrollment timeline compared to projections if sites had continued at their prior enrollment rates.

AutoCruitment's dynamic approach included customized outreach strategies that effectively targeted and engaged potential participants, resulting in not just meeting but surpassing the original goal. By randomizing 88 patients within five months,

STUDY SITE TESTIMONIALS

We wouldn't be screening this week without your help, so thank you!

We Randomized two pts last week! Also happy to be filling up our schedules with pts! Thanks again for all you guys do. You rock!

I'm pumped about the good turnout we've had with you guys! 3 randomizations and to many more!"

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EFFICIENCY: SUPPORTING SITES AND PATIENTS FOR OPTIMAL OUTCOMES

Efficiency in recruitment is not just about rapid engagement but also about supporting both patients and clinical sites throughout the enrollment process. AutoCruitment's engagement services team functioned as an extension of the study sites, offering ongoing support to both the sites and patients. This collaboration proved highly effective, with 25 participating sites successfully randomizing at least one patient recruited by AutoCruitment, and the top-enrolling site randomizing fourteen patients through the campaign.

The impact of AutoCruitment's support was evident in the feedback from the sites involved. Many of the sites expressed a desire for continued support with patient referrals, and requested ongoing engagement support from AutoCruitment.

RESULTS

154,500 Patients Interested
5,058 Passed Online Screen
976 Patients Pass Phone Screen
25 sites randomized at least 1 AutoCruitment patient
7 Months Saved
Enrollment Increased by 99%
AutoCruitment Contributed 58% of Randomized Participants

IMPACT: SAVING MONTHS ON RECRUITMENT TIMELINES

Recruiting patients with Major Depression Disorder (MDD) for clinical trials presents several challenges, including inclusion criteria, patient hesitancy, and stigma surrounding mental health. Recognizing this, AutoCruitment implemented a direct-to-patient strategy, leveraging digital channels to place clinical research opportunities directly in front of a large and relevant audience of individuals with the condition as well as their caregivers.

In a remarkably short period of time, this approach successfully engaged 88,000 people interested in pursuing a clinical trial.

This rapid and extensive outreach was a crucial first step in overcoming the barriers associated with recruiting this difficult-to-reach population.

976

Qualified Patients Referred

99%

Enrollment Increase

58%

Randomization Contribution