

# ACCELERATING ENROLLMENT FOR CLINICAL STUDIES

*A Gout Case Study on AutoCruitment's Comprehensive Qualification Services Capabilities*

Gout is a type of inflammatory arthritis characterized by sudden and severe pain, swelling, and redness in the joints, typically caused by high levels of uric acid in the blood. Many individuals may not seek treatment for their symptoms due to misconceptions about the disease, leading to an underdiagnosis. The specific criteria often required for clinical trials—such as a history of recurrent gout flares or prior treatment failures—further limit the number of suitable candidates.

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: ENGAGING SPECIFIC PATIENT POPULATIONS



This Phase II study on gout presented significant enrollment challenges, as it aimed to randomize 170 patients within 10 months, requiring a very specific patient population: individuals with multiple gout flares, females of non-childbearing potential, and a history of having used gout treatments while remaining refractory and still experiencing symptoms. It quickly became evident that the existing patient database at the sites would not be sufficient to meet the enrollment needs for the study.

With only six months left in the enrollment timeline and still needing 110 randomized patients, AutoCruitment was chosen to implement a fast-paced, four-month targeted online recruitment campaign, featuring a sophisticated online screener and robust Site Engagement support.

The study campaign aimed to enroll 1,050 pre-screened patients to achieve the study's enrollment goal, with 40 randomizations expected from AutoCruitment. By the conclusion of the campaign, AutoCruitment had successfully randomized 73 patients, achieving 182% of its enrollment goal and increasing the enrollment rate from 8.5 to 22.7 patients per month—an impressive 167% increase. This success allowed the study to conclude one month earlier than initially planned, saving nine months on the enrollment timeline compared to projections if sites had continued to enroll at their previous rates prior to AutoCruitment's involvement.

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

*Most of our subjects for this trial came from AutoCruitment!*

*I have to say AutoCruitment has the most energetic and pleasant site engagement specialists.*

*Thank you so much! Excellent referrals! We love using you guys! Site is incredibly user friendly and makes our lives so much easier.*

*We are loving AutoCruitment! Let's keep the momentum rolling!*

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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 23 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

68,865 Patients Interested

2,283 Passed Online Screen

434 Patients Pass Phone Screen

23 sites randomized at least 1 AutoCruitment patient

9 Months Saved

Enrollment Increased by 119%

AutoCruitment Contributed 54% of Randomized Participants

## IMPACT: INCREASING ENROLLMENT WITH EXISTING SITES



Recruiting patients with gout for clinical trials is challenging due to underdiagnosis, varying severity and frequency of flare-ups, and existing treatment regimens that may not meet specific eligibility criteria. 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.

166

Qualified Patients Referred

119%

Enrollment Increase

54%

Randomization Contribution