ACCELERATING ENROLLMENT FOR CLINICAL STUDIES

A Pediatric Anxiety Case Study on AutoCruitment's Comprehensive Qualification Services Capabilities

Pediatric anxiety is a prevalent mental health condition that can significantly impact a child's development, academic performance, and social interactions. Children may struggle to express their feelings or may not fully understand their symptoms, making it difficult for parents to recognize the need for treatment or research participation. There is often stigma surrounding mental health issues, which can lead to reluctance from families to seek help or participate in 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: A UNIQUE PATIENT POPULATION

Pediatric Anxiety studies face unique enrollment challenges, particularly with tight timelines. In this specific study, enrollment rates were slowing, leading the sponsor to anticipate it would take 32 months to reach the required enrollment at the current site rates, despite only having 7 months left in the timeline.

The Study Team needed a reliable and transparent solution to bridge the enrollment gap and increase the enrollment rate from 3.4 patients per month to 15.3 patients per month to ensure the study could close on time. To address these challenges, AutoCruitment was selected to implement a rapid 7-month targeted online recruitment campaign, featuring a sophisticated online screener and dedicated Site Engagement support.

The AutoCruitment Campaign was initiated with the goal of supporting 30 research sites and increasing the enrollment rate from 3.4 patients per month to 15.3 patients per month to meet the study's closing deadline. AutoCruitment exceeded expectations by randomizing 91 patients and raising the enrollment rate to 21.6 patients per month (a 6.35x or 535% increase).

This success allowed enrollment to conclude two months ahead of schedule, saving a total of 26.8 months on the enrollment timeline compared to if sites had continued at their previous rates before AutoCruitment's involvement. AutoCruitment's Site Engagement team 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.

STUDY SITE TESTIMONIAL

Over the past 15 years we have worked with a number of recruitment specialists chosen by our sponsor pharmaceutical company partners in an effort to boost enrollment for more challenging clinical trials. None of these recruitment specialists can begin to compare with AutoCruitment in providing our site with pre-screened study subjects. AutoCruitment's delivery of service coupled with comprehensive and frequent follow up demonstrates not only personal site attention and engagement but remarkable collaboration

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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 of the 30 participating sites successfully randomizing at least one patient recruited by AutoCruitment, and the top-enrolling site randomizing eleven 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

61,149 Patients Interested

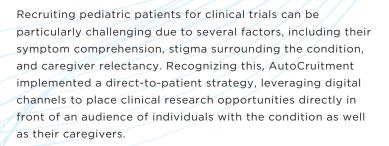2,945 Passed Online Screen

360 Patients Pass Phone Screen

23 sites randomized at least 1 AutoCruitment patient

26.8 Months Saved

Enrollment Increased by 535%

AutoCruitment Contributed 84% of Randomized Participants

IMPACT: INCREASING ENROLLMENT WITH EXISTING SITES ⌄

Recruiting pediatric patients for clinical trials can be particularly challenging due to several factors, including their symptom comprehension, stigma surrounding the condition, and caregiver relectancy. Recognizing this, AutoCruitment implemented a direct-to-patient strategy, leveraging digital channels to place clinical research opportunities directly in front of an audience of individuals with the condition as well as their caregivers.

In a remarkably short period of time, this approach successfully engaged about 61,000 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 niche population.

120
Patients Consent

535%
Enrollment Increase

84%
Randomization Contribution

AutoCruitment