

# ACCELERATING ENROLLMENT FOR CLINICAL STUDIES

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

Uterine fibroids are noncancerous growths of the uterus that can cause a range of symptoms, including heavy menstrual bleeding, pelvic pain, and complications during pregnancy. Many women may be unaware that they have fibroids or may not experience significant symptoms, leading to underdiagnosis. Stigma surrounding gynecological issues can discourage women from seeking treatment. Strict eligibility criteria, such as specific symptom severity or treatment history further narrow the pool of potential participants.

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 LARGE STUDY POPULATION WITH 5 TREATMENT GROUPS



This Phase III Uterine Fibroid study faced significant enrollment challenges due to its design, which required five treatment groups, 600 randomizations, and had a 90% screen failure rate. Competing studies and the difficulties sites experienced in meeting their enrollment targets led the sponsor to anticipate needing an additional 30 months to achieve enrollment at the current rate, despite having only 20 months left in the timeline.

The Study Team needed a reliable and transparent solution to close the enrollment gap and increase the enrollment rate from 9.7 to 25 patients per month to ensure the study was completed on time. AutoCruitment was selected to implement a direct-to-patient outreach campaign, along with dedicated Site Engagement, to drive additional qualified referrals to the sites and achieve consent from 1,500 patients—175% of the original target.

The study campaign spanned 15 months, during which AutoCruitment was responsible for supporting 149 sites and raising the enrollment rate from 9.7 patients per month to 25 patients per month to meet the study's closing deadline. AutoCruitment exceeded this goal, boosting the enrollment rate to 26.7 patients per month—a remarkable 175% increase. This success allowed the study to conclude on time and saved 10 months on the enrollment timeline compared to projections if sites had continued enrolling at their previous rates before AutoCruitment's involvement.

AutoCruitment's dynamic approach targeted 2 million Uterine Fibroids patients across AutoCruitment's 1,500 digital channels. Resulting in 38,445 additional, qualified AutoCruitment patients being referred to the sites in real time.

## STUDY SITE TESTIMONIALS

*We were amazed by the number of referrals we received for our uterine fibroids study!*

*In recent years, our site has worked with a number of recruitment specialists chosen by the sponsor pharmaceutical company. None of these recruitment specialists can begin to compare with AutoCruitment in providing our site with pre-screened potentially eligible 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 91 participating sites successfully randomizing at least one patient recruited by AutoCruitment, and the top-enrolling site randomizing nine 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

188,415 Patients Interested

38,455 Passed Online Screen

10,611 Patients Pass Phone Screen

91 sites randomized at least 1 AutoCruitment patient

10 Months Saved

Enrollment Increased by 175%

AutoCruitment Contributed 33% of Randomized Participants

## IMPACT: INCREASING ENROLLMENT WITH EXISTING SITES



Recruiting patients for clinical trials focused on uterine fibroids can be particularly challenging due to several factors, including under diagnosis, strict eligibility criteria, and stigma surrounding reproductive 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.

In a remarkably short period of time, this approach successfully engaged nearly 190,000 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.

1,800

Patients  
Consent

175%

Enrollment  
Increase

33%

Randomization  
Contribution