

ACCELERATING ENROLLMENT FOR CLINICAL STUDIES

ACCESS: REACHING A CHALLENGING POPULATION



In this Episodic Migraine trial, our client had a significant enrollment goal to meet in a relatively short timeframe, so they reached out to AutoCruitment for support. AutoCruitment's direct-to-patient recruitment strategy leveraged multiple digital channels to place clinical research opportunities directly in front of potential patients who are seeking solutions to their symptoms.

AutoCruitment was involved in the recruitment campaign for nearly 2 years, and this approach successfully engaged over 900,000 people who were interested in pursuing a clinical trial for Episodic Migraine.

INSIGHTS: DEEP QUALIFICATION THROUGH CUSTOMIZED SCREENING



While access to potential participants is critical, the next challenge lies in effectively qualifying these individuals for the study. There were multiple enrollment caps within the study, and this study met the cap for prophylaxis naive patients much earlier than non-prophylaxis naive patients. AutoCruitment's team worked with the study team to modify the online screener to add questions about medication use in order to adequately screen patients.

The screener also included questions about medication use, frequency of migraines, medication use, and exclusionary diagnoses. Ultimately, 82.55% of potential patients were screened out due to their responses, with the majority failing because the frequency of their migraines. As a result of this thorough and personalized approach, 35,343 well-qualified patients were referred to the study sites for screening visits. AutoCruitment's clinical call center successfully reached and screened 55% of patients who were referred to the study sites, with 3,783 passing the second line screening criteria.

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 acted as an extension of the study sites, providing continuous support to both sites and patients. AutoCruitment supported 94 sites throughout the duration of the study. As a result of campaign analysis, AutoCruitment's Engagement Services team was able to re-engage 224 patients who initially failed for no longer being interested, 100 patients who did not initially book their pre-screen visit, and 394 who did not attend their visit appointment.

RESULTS

**183**

**Patients
Randomized**

7.08

**Months
Saved on
Enrollment**

23%

**Decreased
Enrollment
Timeline**

27%

**Randomizations
Contributed**