ACCELERATING ENROLLMENT FOR CLINICAL STUDIES

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

Pediatric depression is a serious mental health condition that can significantly affect a child's development and well-being. Children often struggle to express their feelings, making it difficult for caregivers to recognize signs of depression. Stigma and concerns about judgment can further deter caregivers from discussing these issues. Additionally, stringent eligibility criteria for studies may limit the pool of potential participants, as specific symptoms or treatment histories are often required.

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 POPULATION & PRESSING TIMELINES

Pediatric Major Depression studies face significant enrollment challenges, as subjects often struggle to communicate their symptoms, and caregivers may be uncomfortable discussing their child's depression. Coupled with the difficulties sites experienced in meeting their enrollment targets, the sponsor anticipated needing an additional 18 months to complete enrollment at the current rate, despite having only 14 months remaining in the timeline.

The Study Team required a reliable and transparent solution to close the enrollment gap and increase the enrollment rate from 8.97 to 11.43 patients per month to ensure the study was completed on time. AutoCruitment was chosen to implement a direct-to-patient online recruitment campaign, along with dedicated Site Engagement, to generate additional qualified referrals to the sites.

The AutoCruitment campaign was initiated to support 48 sites in increasing the enrollment rate from 8.97 patients per month to 11.43 patients per month in order to meet the study's closing deadline. AutoCruitment exceeded expectations by randomizing 61 patients and boosting the enrollment rate to 17.80 patients per month —a remarkable 98% increase. This success allowed enrollment to conclude five months ahead of schedule, resulting in a total savings of nine months on the enrollment timeline compared to projections if sites had continued at their previous rates before 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 61 patients within five months,

STUDY SITE TESTIMONIAL

Our site worked with AutoCruitment for an Adolescent depression study and they did not disappoint. The Site Engagement Specialist was beyond helpful with communicating with her team on behalf of any of our site's questions, etc. She provided assistance with sending texts and following up with patients on my behalf. Our site always suggests AutoCruitment to sponsors because of the great experience and customer service provided."

ACCELERATING ENROLLMENT FOR CLINICAL STUDIES

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

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 eight 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

77,909 Patients Interested

2,450 Passed Online Screen

532 Patients Pass Phone Screen

25 sites randomized at least 1 AutoCruitment patient

9 Months Saved

Enrollment Increased by 98%

AutoCruitment Contributed 38% of Randomized Participants

IMPACT: INCREASING ENROLLMENT WITH EXISTING SITES ⌄

Recruiting patients for clinical trials focused on pediatric depression can be particularly challenging due to several factors, including ability to communicate feelings, caregiver 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 nearly 78,000 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.

91
Patients Consent

98%
Enrollment Increase

38%
Randomization Contribution

AutoCruitment