

# ACCELERATING ENROLLMENT FOR CLINICAL STUDIES

*A Type 1 Diabetes Case Study on AutoCruitment's Comprehensive Qualification Services Capabilities*

Type 1 diabetes is an autoimmune condition characterized by the body's inability to produce insulin, leading to high blood sugar levels. The population is relatively small compared to other diabetes types, making it harder to find eligible participants. Many individuals with Type 1 diabetes may have specific treatment histories or conditions that make them ineligible for studies. Stigma surrounding chronic illnesses may also deter patients from participating in research.

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: HIGHLY COMPETITIVE & PRESSING TIMELINES



Type 1 Diabetes studies are highly competitive, and this particular study required participants to have previously used specific medications, leading to a targeted subset of the Type 1 Diabetes population that sites struggled to identify within their own databases.

Halfway through the planned enrollment timeline, it became clear that the patients available in the sites' databases would be insufficient to meet the study's enrollment needs.

With only 3.5 months remaining and 282 randomized patients still needed, AutoCruitment was chosen to implement a rapid three-month targeted online recruitment campaign, utilizing a sophisticated online screener and dedicated Site Engagement support.

The AutoCruitment campaign was initiated with the goal of supporting 146 sites by sending 2,200 pre-screened patients and increasing the enrollment rate from 87.5 patients per month to 112.8 patients per month to meet the study's enrollment objectives. AutoCruitment exceeded these expectations by referring 2,568 pre-screened patients and randomizing 64 patients, boosting the enrollment rate to 141 patients per month—a 61% increase. This achievement allowed screening to close two weeks ahead of the original deadline, resulting in a total savings of 1.5 months on the critical enrollment timeline compared to projections if sites had continued enrolling at their previous rates prior to AutoCruitment's involvement.

AutoCruitment Site Engagement 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. Site Engagement created specialized recruitment plans with each site to ensure they had a manageable number of qualified patients and that they had the support they needed to succeed.

## STUDY SITE TESTIMONIAL

*We just wanted you to know what a great service you offer to Research Centers. You cut through all the red tape and all I have to do is ask them some basic questions regarding the study. Because of the way you have approached the patients they receive me in a warm and inviting way. I wish other sponsors were able to use you.*

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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 48 participating sites successfully randomizing at least one patient recruited by AutoCruitment, and the top-enrolling site randomizing five 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

50,176 Patients Interested

2,568 Passed Online Screen

497 Patients Pass Phone Screen

48 sites randomized at least 1  
AutoCruitment patient  
1.5 Months Saved

Enrollment Increased by 61%

AutoCruitment Contributed  
22% of Randomized  
Participants

## IMPACT: INCREASING ENROLLMENT WITH EXISTING SITES

Recruiting patients for clinical trials focused on type 1 diabetes can be particularly challenging due to several factors, including a small patient population, and existing treatment plans that patients take. 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.

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.

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Patients  
Consent

61%

Enrollment  
Increase

22%

Randomization  
Contribution



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