

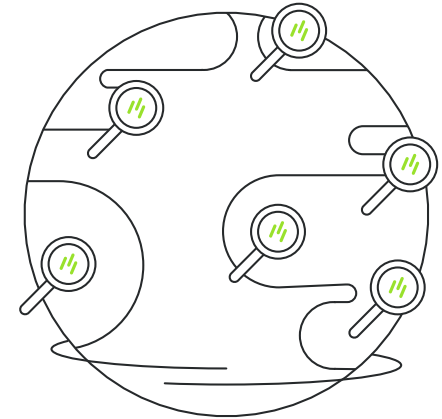
antidote 

Transforming the way patients
find and take part in your studies

Antidote is a digital health company on a mission. Our aim is to accelerate the breakthroughs of potentially life-saving treatments by bridging the gap between medical research and the people who need it.

When you work with us, you'll tap into the world's first online network dedicated to clinical trials. We work with hundreds of nonprofit partners and healthcare advocates to reach engaged, informed patients on websites they already know and trust.

Through our powerful network and digital expertise, we've led more than 100 dynamic, complex clinical trial projects across a broad range of therapeutic areas. Learn more about how we've helped leading CROs and pharmaceutical companies accelerate their research.



Our client was a CRO who had been brought in to rescue a study that had been struggling for 3 years to enroll the required 1,048 patients

Patient population

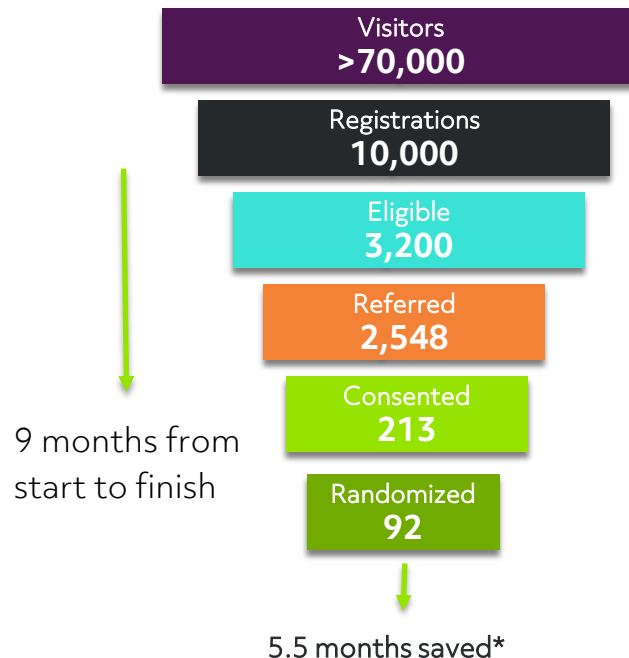
- Patients with COPD, particular medications, smoking history, no asthma; US and Canada

Challenge

- The sponsor was at risk for not completing enrollment by deadline by focusing on a site-only strategy. Antidote was contracted to accelerate speed through digital recruitment - our goal was to to enroll **100 of the remaining 500 patients in 12 months**

Results and what worked

- **Reach:** Opened up all channels to increase scale of reach and velocity of referrals: 10,000 applicants in 9 months, **achieving goal 3 months early**
 - **Partner performance** was a major driver of success; we partnered with major publishers as well as community pharmacies. Built **data model** with an optimized patient profile **to support future COPD trials**
 - Our platform's flexibility allowed us to regularly optimize speed based on **individual site capacities**
- **Quality:** By working with a partner, we minimized attrition through detailed **medical screening** against questions requiring clinical judgement. Our partner also directly booked qualified patients into site calendars, which further reduced site burden
- **Results:** We delivered **92 of the 100 patients** required from the centralized recruitment program. This saved 5.5 months, ensuring the sponsor met the enrollment deadline



* vs. pace of enrollment prior to Antidote engagement

Large global study requiring over 2,000 patients enrolled. Antidote was engaged towards the end of a long recruitment period

Patient population

- Patients with chronic moderate-to-severe plaque psoriasis for at least 6 months and no treatment with etanercept; UK, Australia, Germany, Spain

Challenge

- Because of the large number of patients required and high screen failure rates, sites were beginning to lose momentum. Antidote was discovered to locate additional patients at scale

Results and what worked

- **Reach:** Opened up all channels to generate speed: 2,500 applicants in only 5 months
 - **dedicated resource to create partnerships** with select patient support groups in non-US countries
- **Quality:** Careful phone screening based on extent of psoriasis; this helped mitigate language barriers in non-English countries. Additional site follow-up services to manage referral flow based on individual site work-loads. 90 referrals who would otherwise have been lost, were brought back into the funnel
- **Results:** Despite being brought in at the end of recruitment, the patients we located helped close recruitment on time in the relevant countries



* 170 referrals were not followed up with by sites as recruitment was drawing to a close sooner than expected.

** vs. pace of enrolment prior to Antidote engagement 4

Study required over 100 patients enrolled. Antidote was engaged mid-way through the process to help meet the funding-driven deadline

Patient population

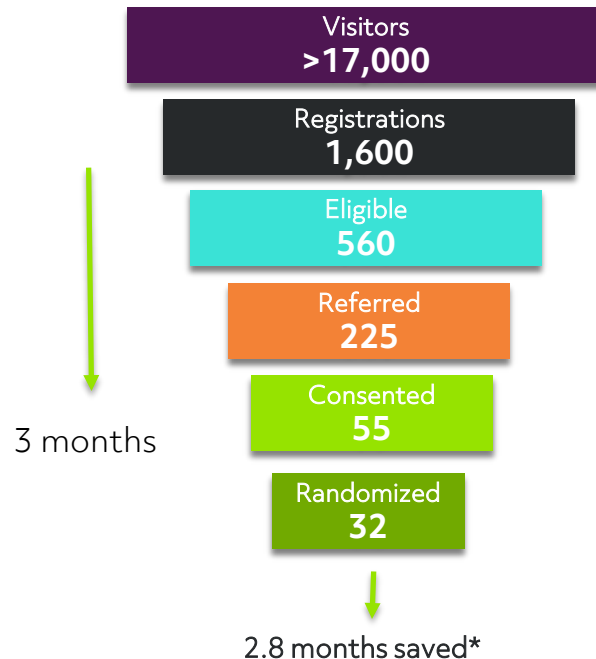
- Patients with constipation-predominant Irritable Bowel Syndrome; Australia and New Zealand

Challenge

- The sponsor was a **biotech with a funding-driven deadline** of April 2015. The study was facing a high drop-off due to patient and site schedules (December is a long holiday period in Australia). Antidote was engaged to deliver referrals with higher chances of being able to attend the required visits over this timeframe

Results and what worked

- **Reach:** Signed up a new partnership with a **local health portal** to deliver referrals
- **Quality:** Phone screening to screen out diarrhea predominant IBS, and focus especially on the patient's ability to make clinic visits and comply with diary requirements during working hours and over the holiday period. Careful site follow-up services to **fine-tune referral speed** based on individual site schedules and availability
- **Results:** The patients we delivered helped close recruitment exactly on time by April, vs. the previous projection of July



* vs. pace of enrollment prior to Antidote engagement

The client's goal was to fill a registry with a large number of patients, to help with design and recruitment for future pre-Alzheimer's trials

Patient population

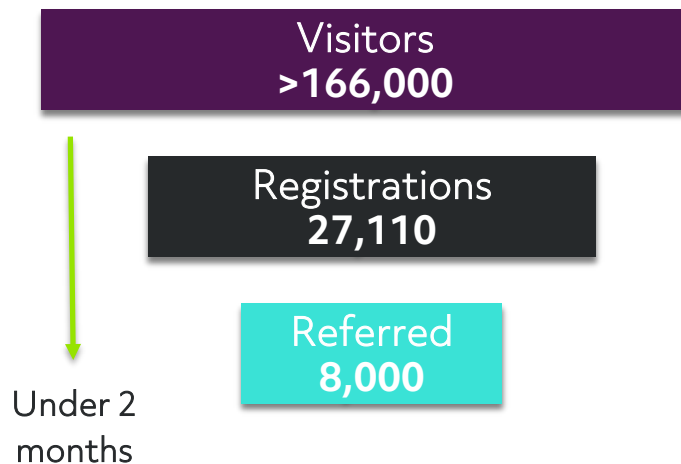
- People with very early symptoms of Alzheimer's disease but no diagnosis, and based in the US

Challenge

- The client needed a total of 10,000 qualified registrations in a very short timespan of 2 months. The likelihood of patients completing the follow-up surveys was important, as the information provided by patients was to be used for future trial design

Results and what worked

- Reach: quickly reached millions of patients through an optimized mix of partners
 - targeted Alzheimer's communities with whom we had relationships as a result of our conversations around Match, our question-based matching tool
 - social media: we targeted the top 1% of the audience, maximizing relevance and quality
- Quality: We regularly made trade-offs around speed vs. quality through sample checking patient interest and motivation on the phone. This helped us focus resources on our highest performing partners
- Results: We delivered 8,000 of the required 10,000 referrals in less than 2 months. Per client feedback, our referrals were 7x more likely to complete the required follow-up than referrals from other sources



Our client was a pharmaceutical company who was looking for a combination of experience in Asthma and with UK-based sites

Patient population

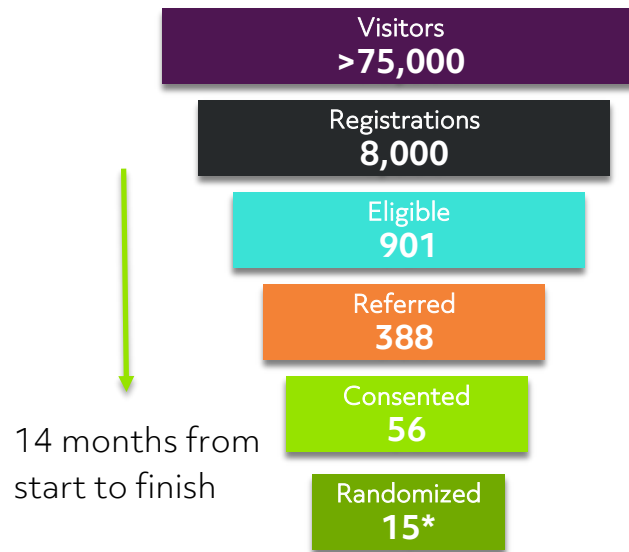
- Patients with Severe Asthma who suffer from respiratory tract infections, specific medication requirements and an exacerbation history; UK focus

Challenge

- The trial has very specific requirements to consent, and patients must wait to get a cold to randomize. Given the specificity of criteria, a site-based strategy would not close enrollment in time.

Results and what worked

- Filled the top of the enrollment funnel rapidly utilizing a customized mix of highly-targeted digital outreach channels
- Engaged 2 major UK-based health portals and one asthma community to deliver high-quality referrals
- Dedicated attention from site liaison team to resource-constrained NHS sites; referral volume and site follow-up schedules were targeted to each site's schedule and capacity
- We delivered the 30 consents we were contracted to deliver, and then received a contract extension to deliver additional consents through the close of study recruitment.



*Antidote provided 52% of the total randomizations in the study overall

Our client required recruitment support for a small number of sites in Mexico and Brazil, in order to meet enrollment goals

Patient population

- Patients with COPD, specific eosinophil lab value, very specific medication requirements, smoking history; Mexico and Brazil

Challenge

- Study sites in Mexico and Brazil did not have access to enough patients in order to meet their enrollment goals; Antidote was contracted to close the recruitment gap

Results and what worked

- **Reach:** Used a combination of social media and large health portals with global reach to accelerate recruitment and drive over 100,000 visitors to the page in just 4 months.
- **Quality:** We achieved a high conversion rate from referral to consent (39%) through detailed **medical screening** against questions requiring clinical judgement, prior to sending patients to site.
- **Results:** Randomized 10 patients into the study while minimizing site burden. This led to very strong site testimonials.

"We have worked with other referral services and Antidote was one of the best experiences we have had with the volume and quality of referrals being good" – Clinical Site, Brazil

"We recently worked with Antidote on a COPD study with very difficult eligibility criteria. I found Antidote very supportive and the portal was really easy to use. We would highly recommend to other sponsors and look forward to working with them again." – Clinical Site, Brazil



* vs. pace of enrollment prior to Antidote engagement



Contact Us

Learn more about how we can
accelerate your study.

Email us at hello@antidote.me