

antidote 

# Patient recruitment case studies



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# Severe asthma

Patient recruitment case study in  
the United States and Puerto Rico



## The challenge

Even with a complex treatment plan, severe asthma can be difficult to control for the 5 to 10% of all asthma patients who live with it.<sup>1</sup> For many of them, seasonal and indoor allergies make those symptoms even worse – 60% of all people with asthma also have allergies.<sup>2</sup> Better treatment options are needed for these patients, and there are several drugs in development for severe asthma. But, many of the clinical trials testing these drugs have very specific inclusion criteria that can make it difficult to find patients to take part.

Take, for example, one large pharmaceutical company developing an investigational treatment for severe, uncontrolled asthma. The eligibility criteria for this trial required that patients were on a specific combination therapy for asthma and had recently experienced symptoms indicative of severe asthma. Finding patients that met these complex inclusion criteria was a challenge, and the company enlisted Antidote for patient recruitment support.

Antidote developed a detailed campaign plan to meet the client's goals as quickly and efficiently as possible.

### Our efforts resulted in:

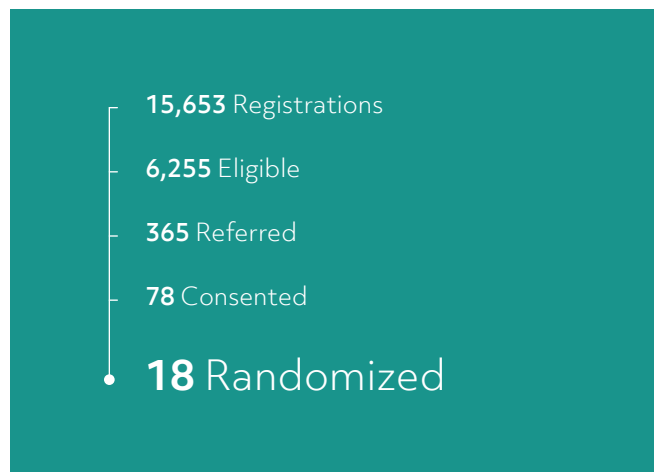
🎯 **100%** goal delivery

👤 **18** randomizations

## Our solution

To reach patients who met these complex requirements, Antidote developed a detailed approach. The process was as follows:

- Conduct thorough research on the asthma patient population, identifying individual drivers for taking part in medical research as well as areas where asthma symptoms may be highest due to seasonal allergies.
- Develop a concise online pre-screener asking about specific medication use.
- Activate Antidote's partner network of patient organizations, build a digital outreach plan around them, and consult on materials that would resonate most with patients.
- Train Antidote's Patient Liaison Management team to ask questions about dosage specifications over the phone to reduce patient confusion and improve eligibility.
- Optimize campaigns as soon as they launch, including:
  - » Patient engagement: Once the campaign launched, the Antidote team noticed that certain regions were performing better than others. After analyzing current weather patterns across 70 research sites, Antidote focused targeting on the areas with the highest pollen counts, and found that patients consented at higher rates in these areas.
  - » Site engagement: Antidote optimized delivery to sites that had higher consent and randomization rates to speed delivery.
  - » Content optimization: In addition to fine-tuning ad targeting, Antidote tested a variety of image and copy options to find the imagery that resonated. For example, these tests revealed that including an image of an asthma inhaler in ads improved eligibility rates.



## Results

Antidote's patient recruitment efforts resulted in 18 randomizations into the trial, fulfilling 100% of the contract. With Antidote's additional medical phone validation step, 94% of patients who would have been ineligible at the site were screened out. This step significantly reduced the burden on sites.

Antidote received positive feedback from sites about its follow-up services, particularly the Antidote team's Spanish fluency when working with sites in Puerto Rico.

*"The particular study we worked on had some inclusion/exclusion criteria that was complicated to meet. We have been able to screen 33 subjects and were able to randomize four subjects – all four of these referrals were from Antidote."*

Anmari Ferrer, Site Manager at the Latin Clinical Trial Center

Antidote helped accelerate its client's trial in an industry where 80% of studies are closed or delayed due to recruitment issues.<sup>3</sup> Get in touch today to discuss how Antidote can help you move your research forward: [hello@antidote.me](mailto:hello@antidote.me).

[1] American Academy of Asthma, Allergy, and Immunology. The Prevalence of Severe Refractory Asthma. <https://www.aaaai.org/global/latest-research-summaries/New-Research-from-JACI-In-Practice/refractory-asthma>. Accessed January 24, 2019.

[2] Healthline. Allergies and Asthma: Is There a Connection? <https://www.healthline.com/health/allergies/allergy-induced-asthma>. Accessed January 24, 2019

[3] Hess, J. White Paper: Web-Based Recruitment. Cutting Edge Information.

# Severe asthma

Patient recruitment case study  
in the United Kingdom



## The challenge

Severe asthma is life limiting; for these patients, usual medications don't help, even when taken regularly and correctly. But, they make up just 4.5% of asthma patients in the United Kingdom.<sup>1</sup> This relatively small patient population, combined with especially specific eligibility criteria, made it very difficult for our client, a leading pharmaceutical company, to recruit for a trial evaluating a potential severe asthma treatment in the UK.

Before reaching out to Antidote, our client struggled to recruit for their clinical trial in the UK. The client had a difficult time finding willing study participants who met the following trial eligibility criteria:

- a severe asthma diagnosis
- a history of respiratory tract infections
- a specific medication regimen
- 2+ exacerbations in the past 2 years (this caused 62% of patients to be ineligible in our experience)
- a current common cold that made their asthma worse
- no exclusionary comorbidities such as severe depression or lung diseases other than asthma (this caused 42% of patients to be ineligible)

Site-based recruitment had been falling short and was threatening the study timeline. Our client needed a new approach and creative strategy to meet its goals. Antidote was up for the challenge.

## Our solution


Our client sought 30 consented patients. Antidote quickly pulled together an efficient plan to achieve that objective, including tight timelines for outreach material development and outreach.

Shortly after outreach materials were approved by the sponsor and IRB, we launched a custom landing page, which included a patient-friendly prescreener. Our outreach materials were easy to understand and highlighted the most difficult eligibility criteria.


Next, we drove targeted traffic to the site with a mix of partner outreach and digital marketing. We conducted outreach on social media platforms, using our proprietary data to build custom models of eligible patients to ensure that even top-of-funnel patients had high potential to enroll. In addition, we engaged well-known, trusted partners such as Healthline and Health Unlocked to locate severe asthma patients and generate high-quality referrals.

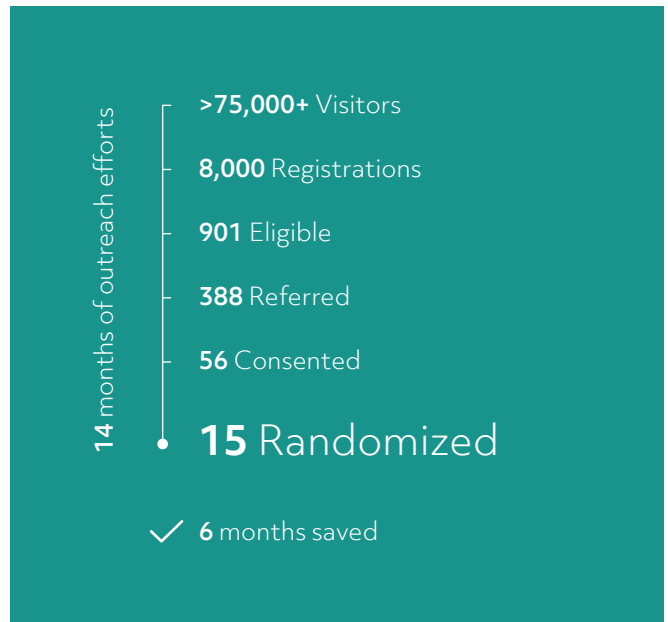
As the referral volume increased, a few sites experienced resource constraints. Our team tailored referral volume and site follow up schedules to each site's schedule and capacity. Antidote also provided insights about trial ineligibility and drop-offs; this enabled us to optimize campaigns and maximize the chance of visitors' enrollment.

### Our efforts resulted in:

 **14** months of outreach

 **15** randomizations

 **6** months saved



## Results

Before engaging Antidote on this trial, our client was in danger of not meeting trial enrollment deadlines. Antidote's strategic, analytical approach led to achieving the goal of 30 consents, and, given that success, the contract was extended. In the second round of outreach, Antidote delivered 26 additional consents through the close of study recruitment. This resulted in 15 randomizations and six months saved compared to the trajectory prior to Antidote's involvement.

Antidote delivered qualified referrals at scale in an industry where an unfortunate 80% of trials are closed or delayed due to a lack of patients and inadequate recruitment.<sup>2</sup> Contact us today to discuss how Antidote can help you accelerate your research:

**hello@antidote.me.**

1. Asthma UK. What is Severe Asthma? <https://www.asthma.org.uk/advice/severe-asthma/what-is-severe-asthma/>. Accessed February 13, 2018.

2. Hess, J. Web Based Recruitment. Cutting Edge Information. <https://www.cuttingedgeinfo.com/portfolios/web-based-patient-recruitment-white-paper/>. Accessed February 13, 2018.

# Psoriasis

Patient recruitment case study  
in the United Kingdom, Australia,  
Germany, and Spain



## The challenge

When our client approached Antidote, they needed clinical trial volunteers with chronic moderate-to-severe plaque psoriasis in the UK, Australia, Germany, and Spain.

Prior to getting in touch with Antidote, our sponsor had reached many patients; however, the patients failed screening at a high rate. Though psoriasis affects more than 125 million people worldwide<sup>1</sup>, the patient pool was much smaller based on strict eligibility criteria, including that patients could not have been treated with etanercept (brand name Enbrel), a biologic for psoriasis with 17.3% global market share.<sup>2</sup>

Sites were beginning to lose momentum, and the trial was in danger of under-enrollment when the sponsor tapped Antidote for a new approach. They came to us with six months left in their two-year recruitment period, and asked us to ramp up recruitment in five countries. Speed with planning, preparation, and execution was critical here.

## Our solution

Our client needed a total of 1,225 patients, and had 332 still to enroll when Antidote was engaged. They requested that we reach 2,000 patients as quickly as possible. Within a week of kickoff, we developed outreach materials for sponsor and IRB approval. Upon approval, we launched a custom-built landing page, complete with a patient-friendly prescreener.


Next, we drove targeted traffic to the landing page, scaling digital marketing on social media platforms. Along the way, we built data models of eligible registrations, also known as lookalike audiences, to further optimize our campaigns and ensure we were reaching qualified patients.

Prescreened patients were contacted by our Patient Liaison Management team to validate their eligibility and confirm a specific medication history. These conversations allowed us to mitigate language barriers in non-English speaking countries and ensure that only the most high-potential candidates were sent to sites.


On the site side, we tailored referral flow based on individual site workloads to ensure each site had enough time for each patient. In addition, we recovered 90 referrals who had lost interest because the sites didn't reach out on time by re-engaging the patients and having them call the sites directly. This patient engagement work was supplemental to our site processes and did not go unnoticed by our client.

### Our efforts resulted in:

 **178%** goal delivery

 **5** months of outreach

 **45** randomizations

 **1.5** months saved



## Results

Before Antidote was brought on to help with recruitment, our client was in danger of under-enrolling this study, which can have major ramifications on the significance of results. Antidote was able to implement a strategic, highly optimized approach that allowed the trial to close exactly on time.

Antidote connected our client with the right patients for their trial, at scale, in an industry where an unfortunate 80% of trials are closed or delayed due to a lack of patients and inadequate recruitment.<sup>3</sup> Contact us today to discuss how Antidote can help you reach qualified referrals: [hello@antidote.me](mailto:hello@antidote.me).

1. Jones, K. Psoriasis Around the World: The WHO Report. National Psoriasis Foundation. September 30, 2016. <https://www.psoriasis.org/advance/psoriasis-around-the-world-part-1>. Accessed February 13, 2018.

2. Statista. Top Anti-Rheumatic Products Based on Global Market Share in 2016 and 2022. <https://www.statista.com/statistics/309742/global-top-anti-rheumatics-by-market-share/>. Accessed February 13, 2018.

3. Hess, J. Web Based Recruitment. Cutting Edge Information. <https://www.cuttingedgeinfo.com/portfolios/web-based-patient-recruitment-white-paper/>. Accessed February 13, 2018.

# Primary biliary cholangitis (PBC)

Patient recruitment case study  
in the US



## The challenge

Primary biliary cholangitis (PBC) is an autoimmune condition that causes progressive destruction of the bile ducts. Current treatment options focus on delaying progression and managing complications.

Our client, a large pharmaceutical company, was running a trial for an investigational treatment for PBC symptoms. More than halfway through the trial's recruitment timeline, Antidote was contracted to assist with recruitment in the US.


Patient recruitment for this trial presented two major challenges. First, though PBC is a rare condition with patients willing to travel quite far to participate in research, many sites wanted to recruit patients closer to their location. Second, the protocol for this study called for patients with specific symptoms not always understood to be caused by the disease.


## Our solution


In order to find eligible PBC patients at scale, Antidote launched a customized recruitment plan:

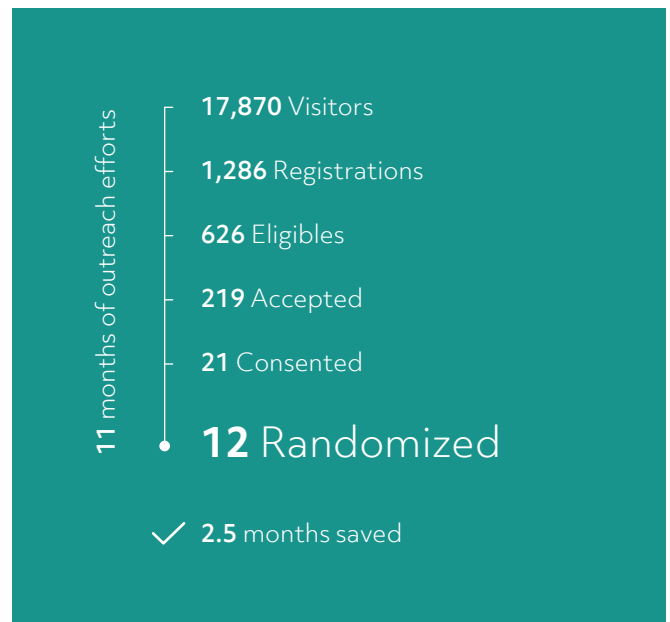
- Developed PBC patient personas based on market research to inform messaging and outreach channel selections.
- Designed an easy-to-complete prescreener to determine initial trial fit.
- Tapped into Antidote's extensive partner network to identify organizations that could reach patients. These included advocacy groups and data companies. Of note, Antidote managed all partner relationships internally to ensure optimal value was provided to our client.
- Optimized performance through A/B testing and other conversion experiments on an ongoing basis.
- Validated the eligibility of each patient through phone screens with Antidote's Patient Liaison Management team following pre-screener completion.
- Provided site follow-up services to ensure patients flowed in at an optimal rate and made it smoothly to enrollment, including training individual sites on Antidote's tools and approach and being available for site questions at any time.

### Our efforts resulted in:

 **12** randomized patients

 **60%** of all randomizations for the trial in the US delivered by Antidote

 **2.5** months saved



## Results

In just over 11 months, through a pilot phase and two extensions based on performance, Antidote delivered 60% of all US randomizations. Our client was pleased with our ability to target the right patients at the right time, and site and patient feedback was positive across the board. As one site put it, "Patients sent to us by Antidote were more likely to be eligible than from other referral companies."

It's no secret that patient recruitment can be difficult – in fact, 80% of clinical trials are delayed or closed due to difficulty finding patients to take part.<sup>1</sup> Against this backdrop, Antidote's precision recruitment method delivered high-quality referrals quickly, allowing our client to keep their research timelines on track.

If you're looking to accelerate your research, contact us today: [hello@antidote.me](mailto:hello@antidote.me).

1. <http://www.appliedclinicaltrials.com/just-buzzwords-or-can-innovative-technologies-truly-transform-clinical-trials>

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# Parkinson's disease

Patient recruitment case study  
in the United States



## The challenge

Parkinson's disease is a neurodegenerative disorder in which brain cells that make dopamine, a chemical that helps the body move, stop working. Parkinson's symptoms are unique to each patient, but in general it affects movement and can cause tremor, balance issues, and stiffness. It can also cause symptoms such as constipation, depression, and problems with memory. This is a disease that worsens over time, and while current treatments may slow progression, they don't stop or cure the disease. That's why research is so critical for the 6 million people living with Parkinson's worldwide.<sup>1</sup>

Our client was a small biotech studying a new treatment to see if it could have similar or better therapeutic results with fewer side effects than the standard of care. The protocol called for patients who had been diagnosed with Parkinson's within the past three years, but had not been on any treatment for more than four weeks.


Antidote designed a customized recruitment plan to find this specific group of patients to provide quality referrals for the client to conduct their research as quickly as possible.

## Our solution

To reach the right patients for this trial, Antidote leveraged its precision recruitment methodology, which combines a robust network of diverse partners, digital outreach, and data-driven insights enabled by our technology platform. For this particular trial, here's what precision recruitment looked like:

- Developing a trial-specific pre-screener to thoroughly vet patients
- Partnering with one of the largest organizations in the Parkinson's disease advocacy space to reach patients who might be appropriate for and interested in this trial
- Conducting strategic outreach to our existing database of patients who had both the disease and the intent to participate in research
- Accessing Antidote's targeted predictive data model to run smart digital outreach on social media and search platforms
- Validating each patient's prescreener answers by phone to assure the quality of referrals
- Providing site follow-up services for optimal delivery of referrals based on site capacity and performance

### Our efforts resulted in:

 **22** randomized patients

 **65%** randomization rate



## Results

In 12 months, Antidote delivered 22 randomized patients with a randomization rate of 65%. This success led to a contract extension for additional referrals. This small biotech client had never used a digital recruitment solution before, and Antidote was proud to deliver above expectations on this trial.

Eight out of ten clinical trials are delayed or closed due to patient recruitment difficulties<sup>2</sup> – and nearly 50% of sites under-enroll.<sup>3</sup> Despite these odds, Antidote's precision recruitment methodology delivered high-quality patient referrals for this client, allowing them to keep their research timelines on track.

Get in touch to discuss how Antidote can help you accelerate your research: [hello@antidote.me](mailto:hello@antidote.me).

1. <https://www.michaeljfox.org/parkinsons-101>

2. <http://www.appliedclinicaltrialsonline.com/just-buzzwords-or-can-innovative-technologies-truly-transform-clinical-trials>

3. <https://static1.squarespace.com/static/5a9eb0c8e2ccd1158288d8dc/t/5aa2c28fec212d492f36cc8a/1520616079359/Jan-Feb+2013+IR+summary.pdf>



# Multiple sclerosis and spinal cord injury with urinary incontinence

Patient recruitment case study in the United States



## The challenge

For patients with Multiple Sclerosis (MS) or Spinal Cord Injury (SCI), communication between the bladder and the spinal cord can be disrupted, leading to uncomfortable urinary incontinence (UI). UI affects 80% of MS patients and most SCI patients, and it's not just a nuisance, it can also cause long-term urinary tract damage.<sup>1</sup>

A large CRO was running a Phase III trial for a drug treating UI in patients with MS or SCI who self-catheterize. Sometimes recommended for MS and SCI patients who experience UI, self-catheterization involves inserting a small, thin tube into your urethra in order to fully empty your bladder. This method helps protect the kidneys from damage, as well.

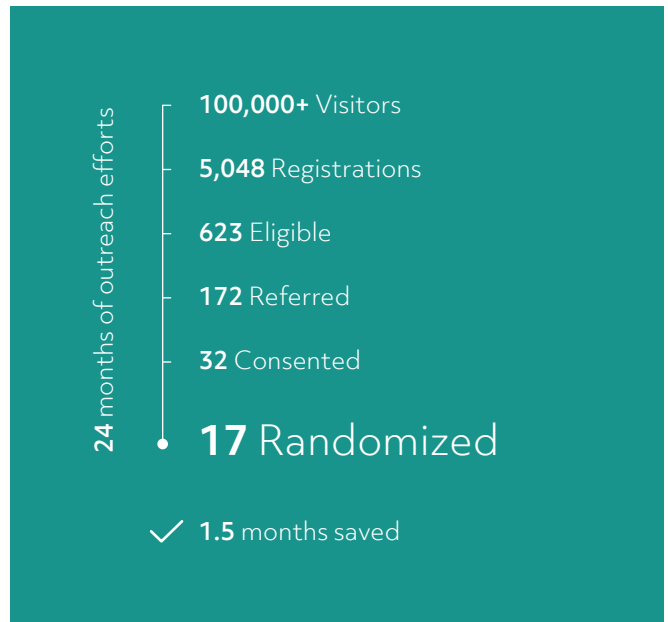
The trial's goal was to assess the efficacy of two doses of the experimental drug compared with a placebo in reducing UI. In Phase IIb studies, the treatment saw positive results: Patients experienced an 88% decrease in daily incontinence frequency. Despite these positive outcomes, the latest trial was struggling to enroll patients due to very strict inclusion and exclusion criteria. The CRO contacted Antidote for help solving for these recruitment challenges.

**"Urinary Incontinence affects 80% of MS patients"**

## Our solution

A four-pronged strategy was developed to undertake the recruitment challenges presented:

1. Antidote built patient personas based on market research on the patient population to create targeted outreach materials with patient-friendly language. The materials were designed to address the study's inclusion criteria and reflected the benefits of taking part.
2. Antidote leveraged its extensive partner network of organizations focused on these indications to both develop and distribute outreach materials.
3. Antidote's expert team of data-driven marketers optimized performance through A/B testing and other conversion experiments resulting in a 23% increase in trial eligibility rates.
4. Antidote further validated the eligibility of patients through medical phone validation before sending patients to research sites. By including this step in the process, 72% of referrals were deemed unqualified before going to the sites which greatly reduced the burden on researchers.




## Results

At the time the CRO engaged Antidote, the trial had received only four consents and zero randomizations. Antidote's patient engagement, partner relationships, and targeted marketing efforts exceeded client expectations, driving 20% of the total consents as well as 20% of total randomizations for the trial. In addition, Antidote's second-tier medical phone validation significantly reduced the burden on sites while saving patients time and effort.

Antidote delivered qualified referrals at scale in an industry where 80% of trials are closed or delayed due to a lack of patients and inadequate recruitment.<sup>2</sup> Contact us today to discuss how Antidote can help you accelerate your research: [hello@antidote.me](mailto:hello@antidote.me).

### Our efforts resulted in:

 17 randomizations

 1.5 months saved

1. Healthline. Multiple Sclerosis and Incontinence. <https://www.healthline.com/health/multiple-sclerosis/incontinence#complications>. Accessed November 20, 2018.

2. Hess, J. Web Based Recruitment. Cutting Edge Information. <https://www.cuttingedgeinfo.com/portfolios/web-based-patient-recruitment-white-paper/>. Accessed February 13, 2018.

# Mild cognitive impairment

Global patient recruitment case study with a focus in the United States



## The challenge

Mild cognitive impairment (MCI) is a noticeable and measurable decline in cognitive functioning, particularly memory and thinking skills. It can manifest as short or long-term memory loss, difficulty with planning complex tasks, or problems with visual perception.<sup>1</sup> Though MCI does not necessarily always lead to dementia, people with MCI are four times more likely to develop Alzheimer's disease and other forms of dementia than those without it.<sup>2</sup> While approximately 15 to 20 percent of people 65+ have MCI, it can be difficult to identify, and difficult to determine if it is related to Alzheimer's disease.<sup>1</sup>

Our client was a large pharmaceutical company running trials for potential early intervention treatments for MCI in the US, Canada, the UK, and Japan. They were having difficulty finding patients with mild memory issues or an MCI diagnosis, as well as a positive amyloid PET scan. The eligibility criteria was further complicated by a requirement to include a consistent study partner who would sign a caregiver consent form and attend every site visit.

With strong experience in Alzheimer's, Antidote developed a fully customized recruitment plan to deliver quality referrals and ultimately accelerate the client's research.

## Our solution

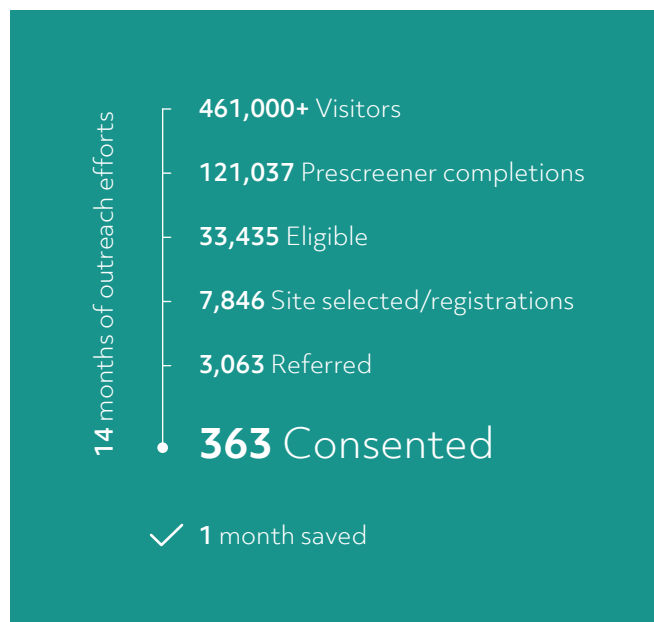
In order to reach patients and caregivers quickly and at scale, Antidote implemented its precision recruitment methodology, which combines a diverse network of partners, digital outreach, and data-driven insights enabled by medical informatics and our technology platform. Our process included:

- Partnering with a cognitive science company to integrate their dementia screening tool within the pre-screening process. (Note: we were challenged with the landing page that was developed and hosted by our client. The page had two drop-off points for patients — after it determined them eligible, it asked them to select a site, which caused about three-quarters of patients to drop off)
- Engaging partners within the massive Antidote partner network to reach patients who may be experiencing early symptoms and caregivers who may have noticed these symptoms in their loved ones
- Leveraging a highly targeted in-house predictive data model to conduct smart digital outreach on social media and search platforms
- Conducting strategic outreach to our existing database of patients with the condition and the intent to participate in research
- Ensuring the quality of referrals through phone validation by Antidote's dedicated team of Patient Liaison Managers
- Providing site follow-up services for smooth delivery of referrals to 71 sites and optimizing the speed at which they were sent to sites based on site capacity and performance

1. [https://www.alz.org/alzheimers-dementia/what-is-dementia/related\\_conditions/mild-cognitive-impairment](https://www.alz.org/alzheimers-dementia/what-is-dementia/related_conditions/mild-cognitive-impairment)

2. <https://www.sciencedaily.com/releases/2014/08/140806124938.htm>

3. <https://www.drugdevelopment-technology.com/features/featureclinical-trial-patient-recruitment/>





## Results

In 14 months, Antidote delivered 3,063 referrals – 313% over the original goal – due to four extensions being put in place. The consent rate was 25% higher than the industry standard, leading to 363 consented patients and helping recruitment close one month early.

Nearly 80% of clinical trials are delayed or closed due to failure to meet patient recruitment goals.<sup>3</sup> Against this industry challenge, Antidote's precision recruitment methodology resulted in exceeding goals in both the number of patients recruited and in time saved. Get in touch to discuss how Antidote can help you accelerate your research: [hello@antidote.me](mailto:hello@antidote.me).

### Our efforts resulted in:

 **363** consented patients

 **1** month saved



# Lupus

Global patient recruitment  
case study with a focus in the  
United States



## The challenge

Lupus is a chronic autoimmune disease that severely impacts quality of life for the 1.5 million people in the United States living with the disease. For these patients, symptoms such as pain, fatigue, hair loss, cognitive issues, physical impairments, and disfiguring rashes are a constant reminder of the urgent need for new and better treatments.

Our client was a large pharmaceutical company running a trial for a potential treatment for systemic lupus erythematosus (SLE) in the United States, Australia, Germany, New Zealand, the United Kingdom, Spain, Canada, and South Africa. Patients needed to be diagnosed with SLE and currently experiencing symptoms, with no recent history of hepatitis, HIV, or cancer. In addition, patients needed to be willing to receive 27 injections of the study drug over the course of 50 weeks. It proved difficult to find patients matching these criteria; when our client approached Antidote, the US was lagging versus projections due to high screen failure rates. Antidote was engaged to speed recruitment and ensure this research continued on-time.

Antidote quickly customized a recruitment plan that would improve screen failure rates to accelerate recruitment.


## Our solution


To reach patients quickly and at scale, Antidote developed an approach that would allow strong top of funnel numbers and careful prescreening to improve screen fail rates and deliver randomized patients. Details were as follows.

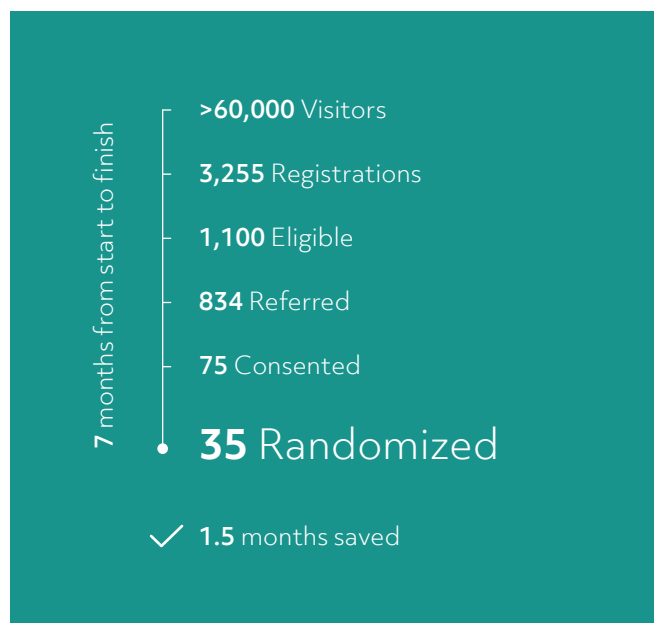
Details were as follows.

1. Develop an easy-to-understand prescreener to help patients determine their potential eligibility.
2. Increase the velocity of referrals by opening up all channels to drive high numbers of prescreened patients.
3. Foster quality with a highly targeted in-house predictive data model that identified the most relevant patients based on the profiles of existing qualified patients.
4. In certain countries, add an additional layer of screening through phone validation by Antidote's dedicated team of Patient Liaison Managers.
5. Maximize limited budget through careful site follow-up, optimizing the speed at which referrals were sent based on site capacity and site performance to date.

### Our efforts resulted in:

 **35** randomized patients

 **1.5** months saved



## Results

In seven months, Antidote delivered 35 lupus patients who randomized into this trial, helping recruitment close exactly on time. Antidote's thoughtful and customized approach resulted in our client saving 1.5 months versus the pace of previous recruitment.

In an industry where 80% of clinical trials are closed or delayed due to enrollment difficulties,<sup>1</sup> Antidote helped ensure recruitment for this trial closed on time – and even ahead of projections.

Get in touch to discuss how Antidote can help you accelerate your research: [hello@antidote.me](mailto:hello@antidote.me).

1. Drug Development Technology (2012, 18 July). Clinical Trial Delays: America's Patient Recruitment Dilemma. Retrieved from <https://www.drugdevelopment-technology.com/features/featureclinical-trial-patient-recruitment/>.

# IBS-C

Patient recruitment case study  
in Australia and New Zealand



## The challenge

Irritable bowel syndrome (IBS) affects approximately 11% of the world's population.<sup>1</sup> More than a third of these patients suffer from the constipation dominant subtype IBS-C.<sup>2</sup> Despite a high prevalence, our client, a biotech company conducting an IBS-C study in New Zealand and Australia, was having great difficulty enrolling their trial.

Facing high drop-off rates due to their focus on a specific subtype of IBS, difficult holiday site schedules, and a protocol with extensive note taking requirements (that overlapped with working hours and persisted throughout the holidays), they reached out to Antidote in an attempt to enroll 100 patients to close the recruitment gap, fast.

Further compounding the urgency with which this rescue needed to happen was the fact that our client was a venture capital-backed company with strict enrollment timelines and pressure from backers to complete enrollment before funding ran out. Every month counts in these situations, however the critical last month was December, a long holiday period in Australia. Antidote was up to the challenge of navigating this tricky situation.

## Our solution

Finding high-potential patients who were both qualified and available during the holidays was no problem with Antidote's nimble approach to trial recruitment.


We started by leveraging our industry experience, and the goodwill built through our global partner network, to quickly join forces with a local health portal. The valuable partnership ensured a steady flow of high-quality referrals right out of the gate.

From there our team of Patient Liaison Managers meticulously phone screened referrals against the types of IBS that were exclusionary for this trial. Special care was taken to ensure that referrals could attend site visits during holiday hours and would be willing to keep up with the required note taking.


Antidote's attentive site follow-up services allowed us to fine-tune the enrollment process for speed and flexibility. We provided the patients the sites needed, when they needed them – regardless of shifting site schedules and availability. Transparency and timely metrics ensured the client was always in the loop and in control.

### Our efforts resulted in:

 **80%** goal delivery

 **3** months of outreach

 **27** randomizations

 **2.8** months saved



## Results

In the face of tight deadlines and difficult scheduling, Antidote stepped up to close the gap through a valuable strategic partnership and comprehensive site coordination. The sponsor met their deadline and beat projections by almost three months.

Antidote delivered qualified referrals at scale in an industry where an unfortunate 80% of trials are closed or delayed due to inadequate recruitment practices.<sup>3</sup> If you need to close the gap between patients and researchers, contact us today at [hello@antidote.me](mailto:hello@antidote.me).

1. Canavan, C. The epidemiology of irritable bowel syndrome. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3921083/>. Accessed February 26, 2018.

2. Chandar, A. Diagnosis and treatment of irritable bowel syndrome with predominant constipation in the primary-care setting: focus on linaclotide. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5673039/>. Accessed February 26, 2018.

3. Hess, J. Web Based Recruitment. Cutting Edge Information. <https://www.cuttingedgeinfo.com/portfolios/web-based-patient-recruitment-white-paper/>. Accessed February 13, 2018.

# COPD

Patient recruitment case study  
in the US and Canada



## The challenge

Chronic obstructive pulmonary disease (COPD) patients have traditionally been difficult to reach for research participation. They are often older and may be hesitant to volunteer for research because of the stigmatized connection between COPD and smoking (one source estimates tobacco is responsible for an estimated 70% of all COPD deaths in the region).<sup>1</sup>

Prior to contacting Antidote, our client, a CRO conducting a COPD study in the US and Canada, experienced difficulty in reaching these patients, and had failed to enroll the required 1,048 patients after three years. The client had relied on research sites' recruitment efforts, which placed an enormous burden on their already thinly-stretched resources. Research teams could not find enough patients who met the eligibility requirements, which called for patients with:

- a COPD diagnosis
- precise medication requirements
- a history of smoking
- no history of asthma

Our client needed a novel approach to close the gap and 500 additional patients to complete enrollment. That's where Antidote came in.

## Our solution

To turn recruitment for this study around quickly, Antidote presented tight timelines for outreach material development, approval, and recruitment. Just a few days after sponsor and IRB approval of outreach materials, Antidote launched a custom landing page for patients to easily answer questions about their health and learn whether they may be eligible to take part.


Next, we implemented a personalized, data-driven patient outreach plan. With a difficult-to-reach patient population needed, the plan included highly targeted outreach on social media platforms and global trusted partner websites, such as Healthline. Using custom data models of eligible patients (lookalike audiences) from proprietary data, we connected with patients with higher potential to enroll. Ultimately, we drove more than 70,000 visitors to the landing page, which resulted in 10,000 registrations.

Visitors to the study page were greeted by patient-friendly study information and an intuitive screening questionnaire. Qualified patients were booked directly into site calendars, further reducing the burden on the individual sites.


As patients answered questions on the trial pre-screener, Antidote developed and presented insights into visitor ineligibility. Reacting in real-time, we optimized campaigns accordingly, increasing the quality of patients while decreasing time investment to find them.

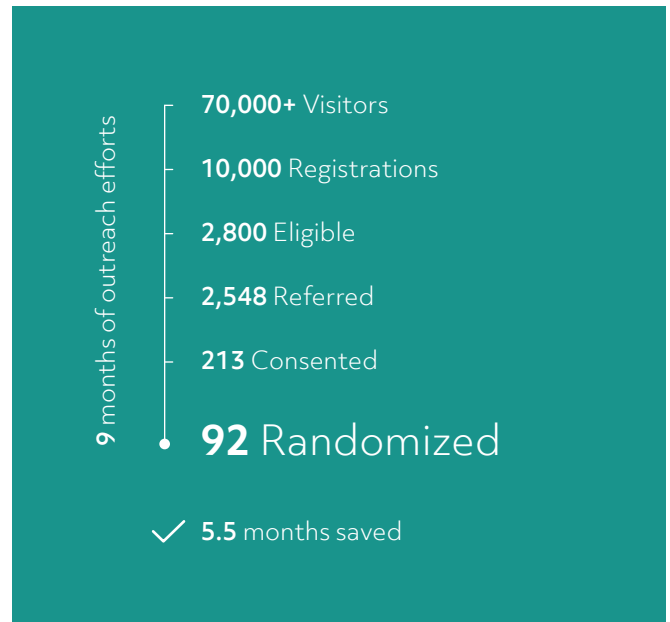
### Our efforts resulted in:

 **100%** goal delivery

 **9** months of outreach

 **92** randomizations

 **5.5** months saved



## Results

This comprehensive approach allowed us to reach our goal in just 9 months, out of the 12 month program.

Prior to working with Antidote, our client's recruitment efforts were slow and costly; through working with us, the trial's deadlines were met ahead of schedule.

Antidote delivered qualified referrals at scale in an industry where an unfortunate 80% of trials are closed or delayed due to inadequate recruitment practices.<sup>2</sup> If you need to close the gap between patients and researchers, contact us today at [hello@antidote.me](mailto:hello@antidote.me).

1. Pan American Health Organization. Chronic Obstructive Pulmonary Disease in the Americas. [http://www.paho.org/hq/index.php?option=com\\_docman&task=doc\\_download&gid=28353&Itemid=270&lang=en](http://www.paho.org/hq/index.php?option=com_docman&task=doc_download&gid=28353&Itemid=270&lang=en). Accessed February 13, 2018.

2. Hess, J. Web Based Recruitment. Cutting Edge Information. <https://www.cuttingedgeinfo.com/portfolios/web-based-patient-recruitment-white-paper/>. Accessed February 13, 2018.

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# Atopic dermatitis

Patient recruitment case study  
in the United States and Canada



## The challenge

For the 18 million American adults who suffer from atopic dermatitis (sometimes known as eczema), this chronic and unpredictable condition can have a major impact on quality of life. Nearly half of people with atopic dermatitis report that they often or always feel frustrated by their disease, and more than a third say they often or always feel angry or embarrassed by it.<sup>1</sup> Patients are in need of new treatments, which is why our client, a CRO, was running studies for two potential treatments – one for mild to moderate atopic dermatitis, and one for moderate to severe.

But they were facing a large problem. Nearly all (97%) of patients who were going to sites to be screened for one of these trials were screen failing. This was leading to wasted time and money; by some estimates, across the industry, each patient who screen fails costs trial sponsors \$1,200.<sup>2</sup> With just a few months before last patient in, Antidote was contracted to improve referral quality and accelerate recruitment, quickly.


Antidote acted fast to develop a customized campaign plan to fill both trials as efficiently as possible.


## Our solution


In order to recruit qualified patients living with atopic dermatitis and efficiently enroll them in the appropriate trial, Antidote developed an approach that would allow patients to move quickly through the funnel. This approach was as follows:

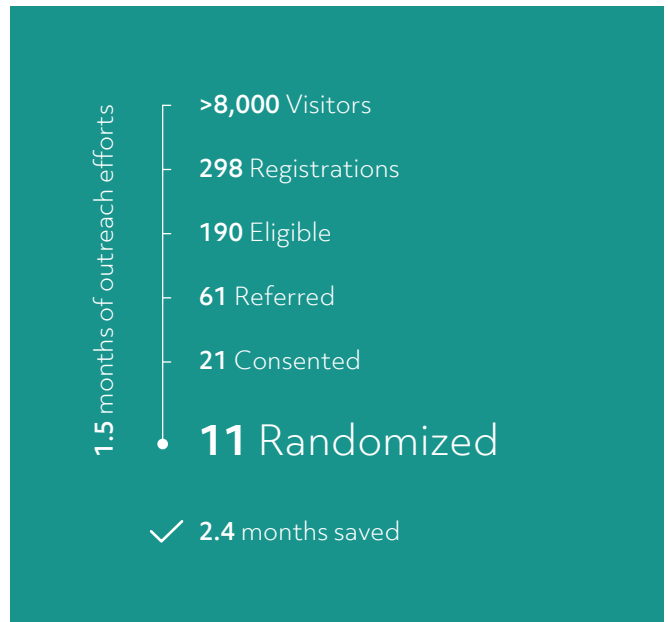
1. Conduct extensive patient research to understand what it's like to live with atopic dermatitis as well as what would motivate patients to join a clinical trial. This research informed messaging and outreach channel selections.
2. Develop an easy-to-complete pre-screener to determine fit for either trial.
3. Access Antidote's expert team of marketers to reach the right patients through social media with custom data models for eligible registrations and ongoing optimization.
4. Tap into Antidote's partner network to identify organizations that could reach patients at scale.
5. Engage a third-party team of medical professionals to ask questions requiring medical judgment and determine trial fit. Through detailed medical screenings prior to sending patients to sites, Antidote reduced site burden significantly by rejecting 68% of referrals who would have screen failed at the site.

### Our efforts resulted in:

 **61** phone-validated referrals

 **49%** screen fail reduction

 **2.4** months saved



## Results

In just over one month of outreach, Antidote delivered 61 phone-validated referrals for our client. Of those, 11 patients enrolled into one of the two studies – which means the screen fail rate fell from 97% to 48% once Antidote was brought on. Importantly, this work saved our client 2.4 months versus the previous pace of enrollment.

Antidote's precision recruitment strategies delivered high-quality referrals for two challenging trials in an industry where 80% of trials are closed or delayed due to enrollment difficulties.<sup>3</sup> Contact us today to discuss how Antidote can help you accelerate your research: [hello@antidote.me](mailto:hello@antidote.me).

1. National Eczema. Eczema Facts. Retrieved from <https://nationaleczema.org/research/eczema-facts/>.

2. Medidata Solutions. (2012, August 1). Applied Clinical Trials. Protocol Complexity. Retrieved from <http://www.appliedclinicaltrials.com/protocol-complexity>.

3. Drug Development Technology (2012, 18 July). Clinical Trial Delays: America's Patient Recruitment Dilemma. Retrieved from <https://www.drugdevelopment-technology.com/features/featureclinical-trial-patient-recruitment/>.

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# Alzheimer's disease

Patient recruitment case study  
in the United States



## The challenge

Our client was a pharmaceutical company looking to develop a pre-recruitment database of 10,000 patients who showed very early symptoms of Alzheimer's disease, but had not yet been diagnosed. The client hoped to use this database to help with design and recruitment for future Alzheimer's trials.

In addition to the challenge of quickly developing a database that big, the sponsor anticipated difficulty locating not-yet-diagnosed but symptomatic patients. Many such patients are unwilling or unable to admit that they are experiencing memory problems, so it was difficult to find those not too far advanced in their journey with Alzheimer's. In addition, the trial required quite a bit of follow-up from patients, in the form of surveys.

They came to Antidote to connect with patients at scale.

## Our solution

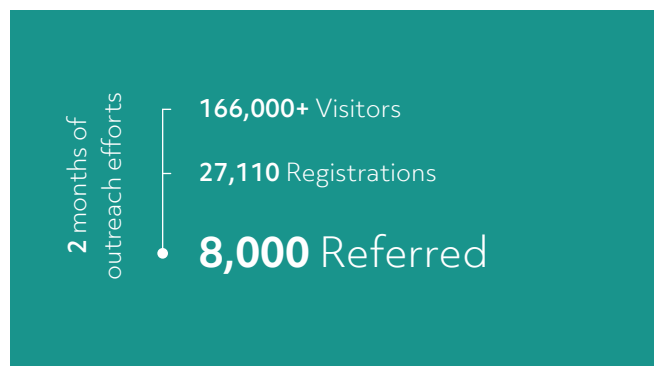
When our client shared their goal of 10,000 registrants in just two months, and tapped Antidote to fill 80% of it, we embarked on a massive outreach mission.

First, we developed a custom landing page and prescreener that patients could take in just a few minutes to determine their eligibility for the pre-recruitment database. In a matter of days, we launched the site and began to drive traffic by targeting people experiencing memory or cognitive issues who were worried about the possibility of Alzheimer's disease.

Traffic flowed in great part from our partners' websites. Antidote collaborates with hundreds of patient advocacy organizations and health communities who embed Antidote Match™, our patient-friendly clinical trial search engine, on their websites. Fortunately, we partner with several vibrant Alzheimer's patient advocacy groups that informed their communities about the new database and encouraged people experiencing memory loss (or their loved ones) to sign up.

Antidote also employed digital outreach methods on social media and search platforms. We used proprietary data to build custom data models of eligible registrations, also known as lookalike audiences, to precision-target those who may experience early Alzheimer's disease symptoms. Specifically, we targeted just the top 1% cohort on Facebook to maximize the relevance and quality of our referrals.

As patients completed the prescreener in droves, we added another layer of eligibility check with phone screening. Our dedicated team of Patient Liaison Managers conducted sample checks of patient interest and motivation by phone. This allowed Antidote to identify and quickly scale efforts with partners and platforms that delivered the highest quality referrals.



## Results


Antidote delivered on time and on budget. With our blend of meaningful partner outreach and digital marketing, we were able to drive more than 166,000 visitors to the website, of whom 27,110 registered.


Perhaps most importantly, our client was extremely impressed with the quality of our referrals, who were highly engaged patients interested in being on the pre-recruitment database. Antidote's referrals were reportedly 7x more likely to complete the required follow-up than referrals from other sources.

Antidote connected with a difficult-to-reach population of symptomatic but not-yet-diagnosed early Alzheimer's patients at scale and within our client's timeframe. Get in touch to learn how Antidote can help you reach your patient recruitment goals: [hello@antidote.me](mailto:hello@antidote.me).

### Our efforts resulted in:

 **100%** goal delivery

 **2** months of outreach

 **7x** more engagement on patient follow-up



# Crohn's disease

Patient recruitment case study in the US:  
**Calibration model**



## The challenge

Crohn's disease is an inflammatory bowel disease that causes chronic inflammation of the digestive tract.<sup>1</sup> For the estimated 3 million Americans living with this condition, it can cause symptoms such as abdominal cramps, diarrhea, and constipation – and lead to complications which can cause issues such as weight loss and fatigue.<sup>1,2</sup> There is no cure for this condition, but there are treatment options to help keep symptoms under control.

The search for new and better treatment options continues, which is why our client, a large pharmaceutical company, was conducting a trial testing an investigational drug in moderate-to-severe Crohn's disease. When finding the right patients proved a challenge, Antidote was approached to deliver patients diagnosed with Crohn's for whom currently available medications had not worked to control symptoms.

### Our efforts resulted in:

- ↑ **43%** increase in number of referrals during calibration period
- 👤 **30%** savings per patient during calibration period
- 💰 **\$150,900** savings in pay-for-performance extension

## Our solution

After conversations with the sponsor, we agreed upon a calibration model for their trial. A calibration model involves an upfront flat fee paid by the sponsor to measure or calibrate the per-patient cost for Antidote's recruitment services prior to executing a contract for recruitment at scale.

Details on this approach are as follows:

- Antidote leverages all possible channels for outreach, quality, and site conversion to determine which engagement models are the most successful, and to inform anticipated volume and costs.
- Duration is fixed, with 3-4 months being Antidote's typical recommendation to allow time for clear down-funnel results.
- Based on the results of the calibration, pay-for-performance pricing is presented to the client for a possible contract extension, with no additional set up or overhead fees.

The benefits to calibration are:

- Calibration saves time. Antidote turns on all channels and optimizes very quickly for fast results.
- Cost savings can be significant. In cases where recruitment is not as expensive as predicted, the savings are passed on to the sponsor. In cases where it is more expensive, the sponsor is able to accurately weigh the costs and benefits of a full-scale campaign.

In this Crohn's disease example, the study protocol indicated a high level of recruitment difficulty based on specific patient requirements. Antidote estimated delivery of 70 patient referrals to sites in one month, at \$1,428 per patient, before moving to a pay-for-performance post-calibration. This approach would maximize value to the sponsor.

Antidote quickly got to work turning on all appropriate channels – including digital outreach and outreach through an extensive network of patient advocacy group partners.

|   | Predicted | Actual  | Impact  |
|---|-----------|---------|---|
| Number of patient referrals during calibration period | 70        | 100     | 43% increase  |
| Cost per patient referral during calibration period   | \$1,428   | \$1,000 | 30% savings per patient   |
| Cost per patient referral post-calibration period     | Unknown   | \$925   | \$150,900 pay-for-performance extension savings for 300 additional patients |

## Results

Antidote delivered 43% more patients than expected during the calibration period, which resulted in each patient referral costing our client 30% less. Based on calibration learnings and campaign optimizations, we proposed a reduced rate per patient for recruitment at scale. This resulted in a pay-for-performance extension savings of \$150,900 for 300 additional patients.

This study clearly demonstrates the value of calibration. Antidote delivered more patients for less money, accelerating this study to ultimately provide additional treatment options to patients living with Crohn's disease.

If you're looking to accelerate your research, contact us today: [hello@antidote.me](mailto:hello@antidote.me).

1. <https://www.crohnscolitisfoundation.org/what-is-crohns-disease/overview>

2. <https://www.crohnscolitisfoundation.org/what-is-crohns-disease/symptoms>



# Idiopathic pulmonary fibrosis

Patient recruitment case study in the US



## The challenge

Idiopathic pulmonary fibrosis (IPF) is a progressive disease that causes scarring of the lungs. As the scarring worsens over time, it becomes difficult to breathe. IPF has no cure and few treatment options.<sup>1</sup> This means that for the 80,000 American adults living with IPF, and the more than 30,000 newly-diagnosed patients each year, medical research is especially critical.<sup>1</sup>

Our client was a pharma company studying a drug to treat IPF symptoms in patients for whom other medications have not worked. They were looking to act quickly to identify 600 patient referrals in just six months.

Antidote got to work developing a detailed campaign plan to meet the client's goals as efficiently as possible.

## Our solution

Antidote developed a custom recruitment plan for this client in order to find eligible IPF patients at scale. That plan included:

1. Developing IPF personas through thorough market research. These personas informed everything from messaging to imagery selection to outreach channel choices.
2. Designing a simple, one-question screener that would link to the client's trial website.
3. Tapping into Antidote's database of IPF patients to determine eligibility and interest in participating.
4. Leveraging Antidote's extensive digital marketing expertise to run smart campaigns through social media and paid search. These campaigns were optimized through A/B testing and additional conversion experiments throughout.

### Our efforts resulted in:

-  **65%** eligibility rate
-  **100%** goal delivery
-  **3** month project timeframe  
(versus anticipated 6 month)

11,537 Visitors

923 Registrations

600 Eligibles

## Results

Antidote was contracted for six months, but delivered all 600 eligible patients in three months, at a 65% eligibility rate. Based on metrics shared, Antidote sent the majority of traffic that converted on the client's trial website.

Antidote's precision recruitment approach helped this client take a big step towards the completion of their trial, which is quite a feat in a world where 80% of trials are closed or delayed due to enrollment difficulties.<sup>2</sup> Get in touch to discuss how Antidote's strategies can help you accelerate your research: [hello@antidote.me](mailto:hello@antidote.me).

1. <https://my.clevelandclinic.org/health/diseases/10959-idiopathic-pulmonary-fibrosis>

2. <https://www.clinicaltrialsarena.com/features/featureclinical-trial-patient-recruitment/>

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# Epilepsy

US patient recruitment case study  
with AI platform app partnership



## The problem

For the 3.4 million Americans who live with active epilepsy, there is no cure.<sup>1</sup> The hope is that seizures can be prevented, and there are many anti-epileptic medications that can assist with this. But, with various options available, it can be difficult to determine which treatment might be best.

An academic research center set out to determine whether artificial intelligence (AI) could effectively predict optimal anti-epileptic treatment choices for patients. They partnered with an enterprise AI platform to run an observational study and Antidote was tapped to engage patients to participate.

Together, we developed a customized recruitment plan to reach epilepsy patients and encourage them to download the AI platform app and enroll in the study.

## Our solution

To reach patients as quickly as possible, Antidote and our partner developed an approach to bring patients into the top of the funnel, test methods to encourage app downloads, and ultimately drive enrollment in the study. The recruitment process included:

The recruitment process included:

1. Antidote leveraged its network of over 300 partners, social media advertising expertise, and thoughtful keyword targeting on search platforms to reach the right patients
2. We developed a brief pre-screener to determine if patients had an epilepsy diagnosis, lived in the US, spoke English, and were 18+
3. Qualified patients were then encouraged to download the AI platform app to continue the enrollment process in-app – this allowed for secure, safe sharing of information
4. Once in the app, patients took a more detailed prescreener to determine eligibility, then joined a list if they were still interested. The PI for this trial then approved each participant individually through a manual process. Patients who were approved were enrolled and could begin sharing their data for the purposes of the study
5. Antidote provided phone support to answer patients' questions about this unique trial enrollment experience

Throughout the study, Antidote offered support and consultation on the patient flow and experience to decrease drop-off and increase engagement. This ensured that the patient experience was positive, and that recruitment was optimized.



Antidote delivered **48%** of all enrolled patients for this study.



## Results

As part of Antidote's mission to connect patients to trials, we've built unique partnerships that can boost recruitment for many types of trials. In this instance, we applied our experience supporting in-app enrollment projects and developed a great partnership with an AI platform app to securely share information and help patients enroll in a small epilepsy trial. Our recruitment support ultimately delivered 48% of all enrolled patients for this study.

In an industry where 80% of clinical trials are closed or delayed due to enrollment difficulties,<sup>2</sup> Antidote helped ensure recruitment for this trial was successful. Get in touch to discuss how Antidote can help you accelerate your research: [hello@antidote.me](mailto:hello@antidote.me).

1. <https://www.cdc.gov/epilepsy/about/fast-facts.htm>

2. <https://www.drugdevelopment-technology.com/features/featureclinical-trial-patient-recruitment/>.

# Parkinson's disease

US patient recruitment case study



## The challenge

Parkinson's disease is a disorder of the central nervous system that affects movement. Nerve cells are damaged in the brain, causing a drop in dopamine that leads to symptoms of Parkinson's such as tremor, slow movement, stiffness, and loss of balance. Levodopa, the most potent medication for Parkinson's, works by converting to dopamine in the brain. Levodopa side effects are difficult to tolerate. They include nausea, vomiting, loss of appetite, lightheadedness, lowered blood pressure, confusion, and involuntary muscle movements.<sup>1</sup> Combination medications can help, but research is critical to developing new and better treatments for the nearly one million people in the US living with Parkinson's disease.<sup>2</sup>

Our client, a small biopharmaceutical company, set out to test whether a combination of medicines that mimic levodopa could provide a positive therapeutic outcome with fewer side effects and allow patients to delay treatment with levodopa. This trial was challenging to enroll due to requirements around previous treatments and the need for a relatively recent diagnosis. Antidote was engaged to recruit high-quality patients to take part in this trial.

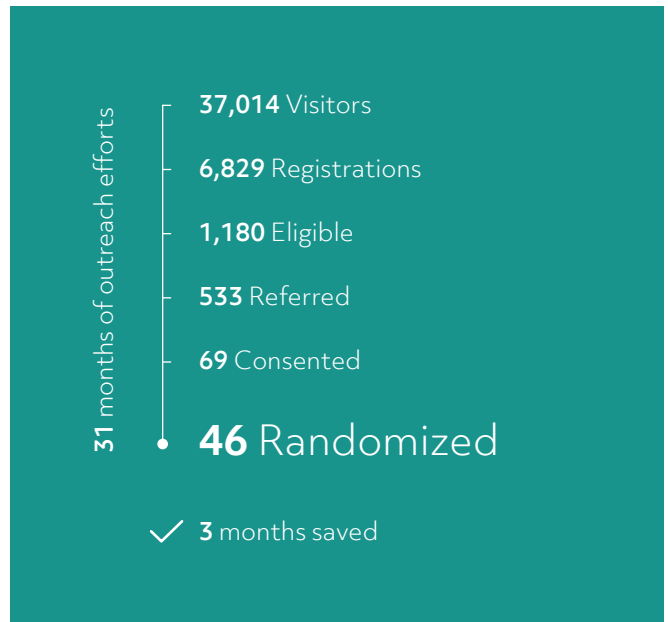
Antidote developed a customized recruitment plan to reach patients with early-stage Parkinson's disease who had not been treated with Parkinson's medication for more than a few weeks.

## Our solution

Antidote developed an approach to drive strong top-of-funnel numbers to reach the right patients for this trial, then deliver quality patients through careful pre-screening and phone validation. Details were as follows:

1. Antidote developed a custom pre-screener and targeted marketing materials, seeing these documents through IRB approval.
2. Antidote arranged paid and partner outreach to connect with potentially eligible patients. Working with one of the largest Parkinson's advocacy organizations for this project was particularly helpful in reaching the right patients for this study.
3. Patients engaged with marketing materials then landed on a study-specific landing page and took a digital pre-screener.
4. Patients had eligibility validated via phone by Antidote's team of Patient Liaison Managers before being sent to a site.

Recruitment ran for more than two years and is one of Antidote's longest projects to-date. The length of this project allowed Antidote to address any issues early on and provide a seamless experience for both patients and our client throughout.




## Results

Antidote was initially contracted to provide up to 250 phone-validated patient referrals in 12 months. Based on performance, this contract was extended three times, with Antidote ultimately randomizing 46 patients and saving our client three months overall.

In an industry where 80% of clinical trials are closed or delayed due to enrollment difficulties,<sup>3</sup> Antidote helped ensure recruitment for this trial was successful. Get in touch to discuss how Antidote can help you accelerate your research: [hello@antidote.me](mailto:hello@antidote.me).

### Our efforts resulted in:

 46 randomizations

 3 months saved

1. <https://www.parkinson.org/Understanding-Parkinsons/Treatment/Prescription-Medications/Levodopa>

2. <https://www.parkinson.org/Understanding-Parkinsons/Statistics>

3. <https://www.drugdevelopment-technology.com/features/featureclinical-trial-patient-recruitment/>



# Postoperative Corneal Induced Chronic Pain (CICP)

US patient recruitment case study

## The challenge

For the more than 300,000 people who currently experience chronic pain after eye surgery, the symptoms of pain and blurred vision can severely disrupt quality of life.<sup>1</sup> Known as Postoperative Corneal Induced Chronic Pain or CICP, the condition is not only uncomfortable but can be comorbid with mental health conditions such as depression and anxiety. Current treatment options for CICP include topical painkillers and lubricants, but many still report continued pain and blurred vision.

That's why our client, a large pharmaceutical company, was investigating a new treatment option to help patients experiencing chronic pain after eye surgery. Our client anticipated that recruitment for the trial would be difficult given strict eligibility criteria that required patients to have had surgery within the past four months and to have seen a doctor for ocular pain since then. Additionally, they could not have used a new topical ocular medication in the last six months. CICP can also be difficult to distinguish from dry eye, making patient identification additionally challenging.

Our client was still in trial planning stages, with sites not quite ready to launch, but wanted to be ready to hit the ground running at launch. For this reason, Antidote proposed a lead generation and re-engagement campaign. Through this approach, we would build a pool of patients interested in taking part in a CICP trial prior to the trial kicking off. At study launch, Antidote would re-engage these patients to evaluate further eligibility, and send interested and qualified patients to sites. The idea was that with patients already lined up to take part, recruitment could move quickly once sites were ready. Our client agreed to this innovative approach and Antidote quickly began developing customized recruitment plans to execute this two-phased outreach campaign.




## Our solution


Antidote developed an approach to drive strong top-of-funnel numbers to reach the right patients for this trial to add to their CICP patient pool. Two and a half months later, when the study launched and sites were ready to receive patients, Antidote conducted outreach to the entire CICP patient pool, confirming interest and validating eligibility, then referring only the most qualified patients to sites. Details were as follows:

1. Antidote developed customized digital marketing materials based on CICP patient insights and thorough research.
2. Once the campaign launched, patients engaged with marketing materials, then landed on a landing page and took a simple digital pre-screener.
3. Antidote informed those who qualified based on their responses that they would be contacted as study opportunities opened up.
4. At study launch, Antidote's Patient Liaison Management team reached out to all eligible patients via email, text, and phone to confirm interest and go through a more in-depth pre-screener with them.
5. Patients who remained eligible after phone validation were sent to sites.

### Our efforts resulted in:

 **297** patients in the queue

 **32** referrals sent to the site

 **<1 month** of recruitment after study launch

### Lead Generation

5,366 Visitors  
401 Registrations  
297 Eligible

### Re-engagement

61 Registrations  
49 Eligible  
32 Referrals

Patient lead generation was a new concept for both our client and for Antidote, so this project required careful communication and alignment to ensure all parties were clear on strategy, implementation, and goals. A strong client partnership ultimately allowed for successful execution of this new approach.

## Results

In the end, Antidote was able to re-engage 297 CICP patients once the study launched. These patients were largely very interested in taking part and excited about the opportunity. After additional layers of screening, Antidote referred 32 patients to sites to take part in this trial. Because we used the lead generation approach, these patients were all referred within one month of study launch.

In an industry where 80% of clinical trials are closed or delayed due to enrollment difficulties,<sup>2</sup> Antidote helped ensure recruitment for this trial was successful. Get in touch to discuss how Antidote can help you accelerate your research: [hello@antidote.me](mailto:hello@antidote.me).

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4411662>

2. <https://www.drugdevelopment-technology.com/features/featureclinical-trial-patient-recruitment/>

# Accelerated patient recruitment case study

COVID-19 in the US, UK, and Canada



## The challenge

As the COVID-19 pandemic surged in late 2020, Antidote was contacted by three different study teams at two different organizations looking for assistance with recruiting for new and better COVID-19 treatments. COVID-19 vaccine trials had received a good deal of publicity, but some of the treatment trials were proving difficult to enroll.

Specifically, the three trials were as follows:

- An academic institution supported by a philanthropic organization was looking to test whether an existing treatment for a different condition may work in suppressing COVID-19.
- A large pharmaceutical company was testing whether a potential treatment for those diagnosed within one week could have positive clinical outcomes.
- A large pharmaceutical company was testing whether a potential treatment could prevent COVID-19 in patients who had been exposed recently.

Our recruitment strategies were customized per project, all with the goal of launching and delivering as quickly as possible to contribute to moving research forward during a global pandemic.

## Our solution

In a pandemic situation, speed is key, and recruitment acceleration was critical for each of these three projects. Recruitment lasted between one and three months for these trials, and critically, Antidote was able to kick off these projects much more quickly than usual. For each of these COVID-19 projects, we understood the importance of speed. We were able to cut down the time it typically takes from contract signing to recruitment launch by finding creative ways to work with existing platforms. Our launch timeframes for these trials were as follows:

- Trial #1: 6 days
- Trial #2: 6 days
- Trial #3: 12 days

These three projects each focused on recruitment for COVID-19 trials, and had something else in common as well: they followed just a piece of Antidote's typical recruitment model. Specifically, Antidote was contracted for each of these projects to provide digital and partner outreach to a pre-existing study landing page with a pre-screener. This means that our recruitment support involved the following:

- Conducted thorough research on the patient population to understand what would motivate them to take part and how best to reach them
- Developed customized outreach materials
- Conducted targeted digital outreach to share this clinical trial opportunity with the most likely candidates
- Engaged select partners to supplement our digital marketing with outreach to their communities
- Drove all traffic to the study's landing page

### Trial #1

- 164,972 visits
- 11,661 submissions

### Trial #2

- 208,792 visits
- 4,000 completions
- 450 registrations

### Trial #3

- 57,814 visits
- 5,284 completions
- 526 eligible

## Results

The first trial was run in three batches, and we delivered 100% of our targeted landing page hits on the first two scopes of work, and 94% on the third (which ended early as our client reached their internal goals). For the second trial, we delivered 100% of our pre-screener completion goal. The third trial proved a bit more difficult, as our client pivoted to focus on high-risk patients well after vaccinations had become available to that population; we delivered 72% of the pre-screener completion objective for this trial.

Importantly, we were able to accelerate our recruitment work such that we could connect more than 20,000 patients overall to COVID-19 clinical trial opportunities.



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# Myasthenia gravis

US patient recruitment  
case study for a rare disease  
digital observational study



## The problem

Myasthenia gravis (MG) is a rare condition that affects approximately 36,000 to 60,000 individuals in the United States.<sup>1</sup> It causes weakness and rapid fatigue of any voluntary muscles, and commonly affects the eyes, face, throat, neck and limbs.<sup>2</sup> Even though there are a variety of treatment options, which depend on age, severity of the disease, and progression, it can be hard to predict symptom flare-ups.

A pharma company was working with an enterprise artificial intelligence (AI) partner to run a participant-driven digital health study, with the goal of gaining a better understanding of patterns and trends of MG symptoms and flares. The AI company had worked with Antidote on a number of other recruitment projects, and reached out for assistance enrolling participants in this observational study.

Together, we developed a customized recruitment plan to reach MG patients that encouraged them to download the AI platform app and enroll in the study.

## Our solution

With speed in mind, Antidote crafted a strategy to test two separate patient flows, which maximized our ability to drive enrollment in the study. The recruitment process for both flows began with conducting patient research to understand the MG community and what would motivate them to participate in a study.

### Flow #1 included:

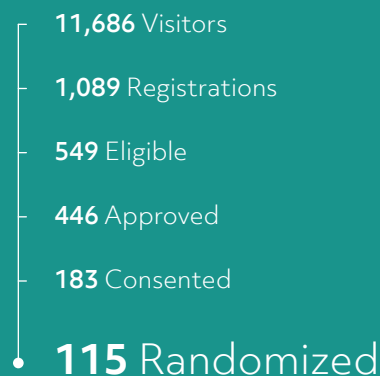
1. Developing a customized Antidote pre-screener to determine initial eligibility.
2. Creating a dedicated study page, and working closely with our client to develop their landing page to ensure alignment.
3. Planning and executing social media advertising campaigns and keyword targeting on paid search to reach the right patients, who were then directed to our pre-screener.
4. Sending eligible patients to our client's landing page to take a more detailed pre-screener.

### Flow #2 included:

1. Planning and executing a similar digital campaign focused on paid search keyword targeting and social media advertising.
2. Directing patients to our client's landing page to answer questions in an in-depth pre-screener to determine eligibility.

Eligible patients from both flows were approved and enrolled individually by the study's principal investigator.

In order to foster a positive patient-focused experience, Antidote offered support and experiential consultation on both flows to ensure quality referrals from engaged patients. This collaborative process allowed for optimization throughout the study.



## Results

Building off of a strong result from a prior recruitment study with the same client, we applied our digital recruitment expertise to drive significant enrollment for this MG study.

The client, happy with our services, extended our contract twice based on performance, which resulted in Antidote delivering beyond our initial commitment for this project. Our recruitment support ultimately provided 115 randomized patients for this study.

In an industry where 80% of clinical trials are closed or delayed due to enrollment difficulties,<sup>3</sup> Antidote helped ensure recruitment for this trial was successful. Get in touch to discuss how Antidote can help you accelerate your research at [hello@antidote.me](mailto:hello@antidote.me).



For this study, Antidote delivered 115 randomized patients, resulting in a **63%** randomization rate.

1. <https://myasthenia.org/Professionals/Clinical-Overview-of-MG>

2. <https://www.mayoclinic.org/diseases-conditions/myasthenia-gravis/symptoms-causes/syc-20352036>

3. Drug Development Technology (2012, 18 July). Clinical Trial Delays: America's Patient Recruitment Dilemma. Retrieved from <https://www.drugdevelopment-technology.com/features/featureclinical-trial-patient-recruitment/>

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# Knee osteoarthritis

US patient recruitment case study



## The challenge

Osteoarthritis occurs when the cartilage that cushions bones wears down over time. It's the most common form of arthritis worldwide, and most frequently impacts joints in the hands, knees, hips, and spine. It can cause symptoms such as pain, stiffness, tiredness, loss of flexibility, a grating sensation, bone spurs, and swelling.<sup>1</sup> In the last few decades, knee osteoarthritis has become increasingly prevalent — 14 million people have been diagnosed with the condition in the the US in the last 20 years, and it is expected to continue to rise in prevalence for years to come.<sup>2</sup>

Our client was a top five pharma company studying an injection aimed at regenerating cartilage to treat knee osteoarthritis. This type of treatment is a space that several pharma companies are looking into, so speed of research was especially critical and recruitment needed to happen quickly.

Antidote was brought on as our client's platform strategic enterprise partner to accelerate recruitment. Our team quickly got to work developing a customized plan to meet the client's goals as quickly as possible.

## Our solution

Our client was working with an agency to handle digital outreach, so Antidote pitched our approach and advocated to include a pre-screener and phone validation as part of our multi-step recruitment process. This support included:

1. Developing a study pre-screener leveraging our sponsor-specific white label platform, which allowed our client's branding to be present on all patient-facing pages
2. Coordinating with the outreach vendor to ensure an appropriate flow of patients
3. Validating pre-screener eligible patients through phone conversations with Antidote's Patient Liaison Management team
4. Providing site follow-up services to ensure that patients and sites connected effectively
5. Maintaining deep process and information integration for close collaboration and optimization throughout the project
6. Closely monitoring and reporting on progress to our client on a biweekly basis

### Our efforts resulted in:

 **23%** randomization rate

 **83%** eligible goal delivery

 **3** months project acceleration



## Results

Antidote was contracted for 11 months. In that time, we identified 1,238 patients who passed the online pre-screener, evaluated their eligibility through our Contact Center, and ultimately provided 18 randomized patients. Our client was thrilled to share that Antidote's recruitment support accelerated their study by three months.

Antidote served as a platform strategic enterprise partner for this client, and helped them move more quickly towards completion of the trial. In a world where 80% of trials are closed or delayed due to enrollment difficulties, high-quality, quick recruitment is key to getting medicines to market as quickly as possible.<sup>3</sup> Get in touch to discuss how Antidote's strategies can help you move your research forward: [hello@antidote.me](mailto:hello@antidote.me).

1. <https://www.mayoclinic.org/diseases-conditions/osteoarthritis/symptoms-causes/syc-20351925>

2. <https://www.the-rheumatologist.org/article/new-research-shows-knee-osteoarthritis-prevalence-is-rising/>

3. <https://www.clinicaltrialsarena.com/features/featureclinical-trial-patient-recruitment/>



# Hemophilia

Time-sensitive US patient  
recruitment case study



## The challenge

Hemophilia is a chronic condition in which blood doesn't clot normally. This can lead to excessive bleeding after injuries, and symptoms such as bruising, joint pain and swelling, unexplained bleeding, and blood in urine or stool. One of the main concerns for people with hemophilia is internal bleeding, especially in the joints — which can damage organs and be life-threatening.<sup>1</sup> Current treatment options include the replacement of a specific clotting factor, but research is underway to identify new and better options.<sup>1</sup>

An electronic medical records company was beginning a project in which they would collect medical records from hemophilia patients in order to compile a data set of historical records and real-world evidence. They then planned to donate their data set to academic researchers to push toward new breakthroughs in hemophilia research.


This client approached Antidote looking for help driving traffic to their existing pre-screener in the most efficient way possible. Antidote got to work creating a customized outreach strategy to help our client build a significant data set effectively and quickly.


## Our solution


Because the client had built their own pre-screener on their own website, Antidote focused on how best we could reach the hemophilia patient population at scale. Our approach included:

- Conducting thorough research into the patient population in order to understand the lived experience of hemophilia, and what might motivate patients to share their hemophilia stories or donate their medical records for research
- Developing customized outreach materials to explain the importance of this unique project to patients and encourage participation
- Tapping into Antidote's extensive partner network, including influential patient advocacy groups in the hemophilia space, in order to reach engaged patients at scale
- Publishing a hemophilia-specific blog to the Antidote website that included a call-to-action for patients to visit our client's pre-screener to share their medical records

### Our efforts resulted in:

 **A one-month** project from beginning to end

 **103** hemophilia patient medical records registered

 **18,000** contacted  
**103** registered

## Results

What was most important to our client in this instance was speed. This project was streamlined by an existing pre-screener, and we were able to launch in just two weeks. Two weeks later, we had achieved our client's goal by referring 103 patients who shared their medical records to contribute to hemophilia research. Our client was thrilled with this quick turnaround and with the results, and has since contracted Antidote for several additional projects.

Getting recruitment right is critical; 80% of clinical trials are delayed or closed due to enrollment difficulties.<sup>2</sup> For this project, Antidote did just that, customizing a strategy and zeroing in on the right patients in less than one month. Get in touch to discuss how Antidote's strategies can help you accelerate your research: [hello@antidote.me](mailto:hello@antidote.me).

1. <https://www.mayoclinic.org/diseases-conditions/hemophilia/symptoms-causes/syc-20373327>

2. <https://www.clinicaltrialsarena.com/features/featureclinical-trial-patient-recruitment/>



# Presbyopia

US patient recruitment case study



## The challenge

With age, it's common to have trouble seeing things close up – such as reading the small print in a book, items on a menu, or messages on a cell phone – while being able to see far away just fine. This is called presbyopia, and it affects millions of people in the United States.<sup>1</sup>

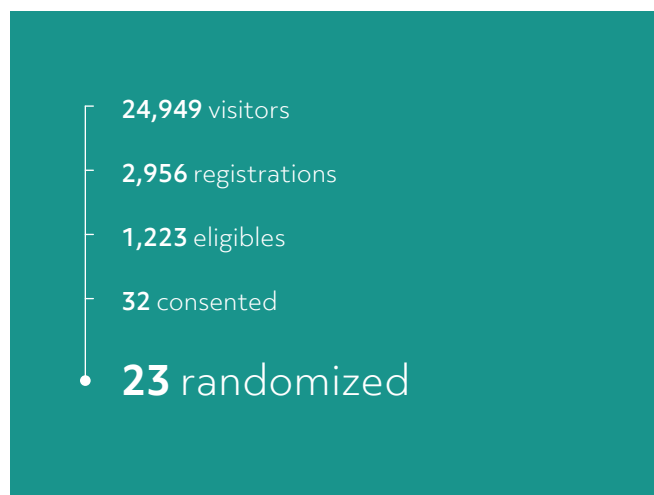
Our client, a top-5 pharma company, was planning a digital-first recruitment campaign for a study evaluating the safety and efficacy of an investigational eye drop treatment in patients with presbyopia. Antidote quickly got to work developing a new, customized recruitment strategy that could supply our client with eligible patients for their study.

## Our solution

Antidote crafted a strategy using multiple digital marketing ad platforms to identify, connect with, and screen patients who were likely to be eligible for this trial. This approach included the following:

This approach included the following:

1. Conducting thorough research on the presbyopia patient population to understand pain points and motivations to take part in a trial
2. Leveraging patient research findings to develop messaging tailored to the most appropriate outreach channels (display ads, paid search, and social media platforms), as well as to select images that would resonate with patients
3. Creating a user-friendly prescreener with advanced logic to determine potential trial eligibility
4. Harnessing Antidote's digital marketing expertise to create fully custom, data-driven models to identify eligible patients through social media
5. Managing digital outreach on an ongoing basis, optimizing as needed to maximize reach and eligibility
6. Validating each patient who passed the custom prescreener with our Contact Center to ensure the highest quality referrals
7. Providing patients the opportunity to search for another trial through Antidote Match, our proprietary clinical trial search engine, if they were not a fit for the study




## Results

Overall, this was a successful recruitment campaign, with Antidote delivering 23 randomizations at a 72% randomization rate. Due to the strong engagement of patients interested in participating in the trial, Antidote worked on the recruitment arm of this project for 2.5 months, although the original contract called for 4 months of recruitment.

Getting recruitment right is critical; 80% of clinical trials are delayed or closed due to enrollment difficulties.<sup>2</sup> For this project, Antidote accelerated recruitment for our client by creating a customized digital-first strategy and zeroing in on the right patients in a short time frame. Get in touch to discuss how Antidote's strategies can help you meet your enrollment goals: [hello@antidote.me](mailto:hello@antidote.me).

### Our efforts resulted in:

 **23** randomized patients

 **72%** randomization rate

1. <https://www.opthalmologytimes.com/view/presbyopia-a-natural-part-of-aging-or-a-frustrating-daily-challenge->

2. <https://www.clinicaltrialsarena.com/features/featureclinical-trial-patient-recruitment/>

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# Cardiovascular disease

US accelerated recruitment  
case study



## The challenge

Cardiovascular disease is the leading cause of death in the United States across all genders and racial and ethnic groups.<sup>1</sup> It is estimated that 8.8 million Americans older than 20 have had a heart attack, and 7.6 million have had a stroke.<sup>2</sup> There are many reasons why these events can occur, but a lesser-known risk factor is elevated lipoprotein(a) (Lp(a)).

Because of the prevalence of cardiovascular disease and how little is known about Lp(a)'s impact on it, our client designed a study to examine options for Lp(a) reduction and evaluate if this reduced the risk for major cardiac events such as heart attacks and strokes. The client also requested that this campaign be completed on an expedited timeline, with Antidote launching recruitment in 6 weeks instead of 12.

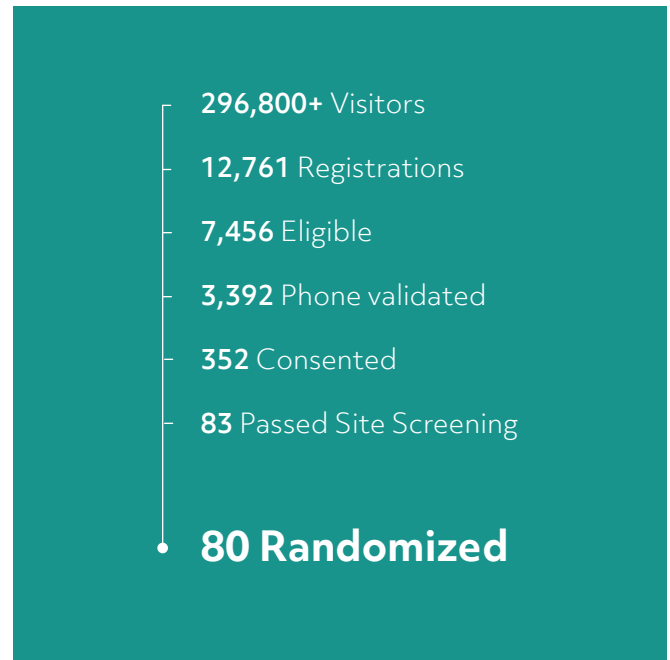
“I loved working on the Antidote platform. It is hands-down the best I have ever worked with.”

Study Site Research Assistant

## Our solution

Antidote quickly began planning for outreach, collaborating with our client's digital recruitment team to build out a plan that leveraged multiple digital ad networks in addition to third-party partnerships to reach potentially eligible patients. To achieve this, we employed the following strategies:

1. Conducted thorough research to understand the patient population, including current pain points and motivations for research participation
2. Analyzed research findings to inform tailored content creation and imagery selection that would resonate with patients on key platforms
3. Utilized Antidote's digital marketing expertise to create customized, data-driven patient models to reach qualified leads through social media
4. Leveraged Antidote's partner network to conduct highly targeted outreach to engaged patients
5. Developed a user-friendly, intuitive prescreener with advanced logic capabilities
6. Optimized outreach efforts on a continual basis to maximize reach and engagement
7. Validated patients who passed the prescreener via our Contact Center to ensure only highly qualified individuals were sent to sites
8. Routed ineligible patients to Antidote Match so they could potentially find other active clinical trials




## Results

Overall, this outreach campaign was successful, resulting in Antidote delivering 80 randomizations at a 96% randomization rate. Due to an early screening closure the outreach period lasted for 2.5 months, but at the time of closure, there were an additional 931 referrals in the pipeline.

Medical research is what makes it possible to gain vital insights into pressing health concerns. For this project, Antidote was able to quickly leverage our marketing expertise and robust partner network to ensure a high number of potentially eligible patients knew about this trial opportunity. If you're interested in learning more about how Antidote can assist you with your trial recruitment, get in touch: [hello@antidote.me](mailto:hello@antidote.me).

### Our efforts resulted in:

 **80** randomizations

 **96%** randomization rate

1. <https://www.cdc.gov/heartdisease/facts.htm>

2. <https://www.ahajournals.org/doi/epub/10.1161/CIR.0000000000001052>

Let Antidote help you close  
the gap between patients  
and researchers.

Contact us today: [hello@antidote.me](mailto:hello@antidote.me)