

SEEKER HEALTH®
BY EVERSANA:
TARGETED DIGITAL
PATIENT ENGAGEMENT



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EVERSANA™

As the patient point of care continues to change and evolve, EVERSANA has identified challenges facing how we interact with patients, and how these challenges will impact patient engagement now and in the future.



Challenges facing clinical trials

For ongoing studies, the primary concern is the safety and well-being of the participating patients. Clinical trials commonly require participation from patients that may be vulnerable to infection or need support from a caregiver, and travel to sites is a challenge.

The willingness and ability of potential patients to travel to study sites may inhibit many potential patients from participating. Increased patient anxiety and hesitancy to visit healthcare facilities and the contamination risk between patients, sites, and the community are also potential variables that will impact trial participation.



Bringing the trial to the patient

The solution to these challenges is adjusting the patient's point of care (POC). The FDA's March 2020 guidance clarifies that the safety and well-being of clinical trial patients are the primary concern of sponsors conducting clinical trials. The guidance issued by the FDA recommends that sponsors evaluate whether in-person assessments are necessary, and alternatives to in-person clinic visits and locations should be considered.

Despite this guidance, the difficulty of conducting trials in an adjusted POC model is exceptionally high. Even if companies can add virtual elements to the trial and incorporate more digital technologies to track patients and enhance data and analytic capabilities, that doesn't mean that most sponsors can do so or have the expertise to make it happen.



Permanent impact on clinical research

Sponsors will need to establish enrollment agility to manage disruption at some of their sites and identify all options and support services for enrolling more patients at study sites that can continue trial enrollment while minimizing patient risk.

Sponsors need to embrace technology and innovation; what was once considered nice to have study support tools is now mandatory. These tools, such as digital patient recruitment and screening, at-home and telehealth study visits, and direct to patient medication transport, shift the dependence of trial success away from the study site and more wholly on the patient.

These solutions are undoubtedly here to stay in study conduct, and in turn, this will open the door for smarter digital health solutions and patient monitoring apps. What was considered "remote monitoring" will become highly accurate, patient-centric data collection tools that enable cleaner trial data, less burden on site staff, and more patient compliance.



Through the Seeker Portal™

Supporting patients and providing them with valuable information is critical in addressing these priorities. To that extent, EVERSANA has introduced and personalized multi-channel outreach campaigns to inform patients of relevant updates, safety measures and risk levels. This shift in communication focuses on maintaining effective patient engagement to ensure patients' successful participation in a trial.

To best ensure the safety of all patients, outreach campaign tactics must be transparent and include proactive decisions and modification of traditional engagement into direct patient engagement through digital channels. Our Seeker Health team has expertise in developing digital engagement channels that support clinical trial recruitment. We are equipped to make screening continuity decisions quickly, mitigating the impact on the drug development process.

Seeker Enrollment

CHALLENGE:

Finding, engaging and enrolling patients outside the traditional site-network.

OUR SOLUTIONS:



Personalized, ongoing multi-channel digital outreach campaigns



Fully integrated, decentralized support from recruitment to study execution



Person-to-person call center support



Home nursing visits integrated into the patient recruitment CRM

Seeker Outreach

CHALLENGE:

New therapy for an ultra-rare disease was released, struggling to make patients and HCPs aware of a new treatment.

OUR SOLUTIONS:



Fully integrated digital customer acquisition funnel



Direct to patient awareness campaign and HCP finder support