

Accelerating Rare Liver Disease Study Enrollment

An Innovative and Flexible Approach to Find Patients and Engage Sites

Background: An emerging clinical stage biotech contracted with EVERSANA to conduct Phase II trial enrollment support for an **ultra-rare liver disease** through our Seeker Health platform. Because of the ultra-rare patient population and nature of the therapy, the client expected significant recruitment challenges.

Objective

Our Seeker Health team was tasked with stimulating slowed enrollment due to COVID-19 to get the trial back on track in North America, and to minimize patient travel to study sites.



Biotech with Gene
Therapy Assets

Challenges

Because this was a study in patients with both lung and liver disease, the study was paused for 14 weeks to avoid unnecessary exposure in an at-risk population and to ensure study integrity was maintained. Additionally, due to difficulties at sites, screening and enrollment had completely stopped and the company didn't have the internal resources to perform the recruitment and subject prescreen themselves during the pandemic.



GEOTARGETING:
Targeting prospect
patients where they are

Strategy

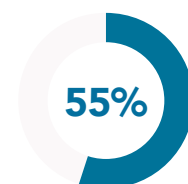
With traditional methods of identifying new patients coming to a halt, and travel safety of utmost concern, we realized we would have to get creative. With the goal of developing an innovative way to find patients and increasing a patient pipeline without direct contact with the site, our strategy took two main forms.



300+ PATIENTS
identified through
online prescreening

Geotargeting Patient Recruitment Methodology

To ensure no time was lost in enrollment due to the COVID-19 pandemic, we needed to go outside the site and CRO network to find patients that were eligible for the study. Knowing air travel during the pandemic was unlikely, we specifically wanted to find patients that reside close enough to a site that day visits were feasible. We created a targeted recruitment campaign that was engaging to patients as well as geospecific for recruiting patients near study sites.



Exceed recruitment
goal by 55%

Patient and Site Engagement

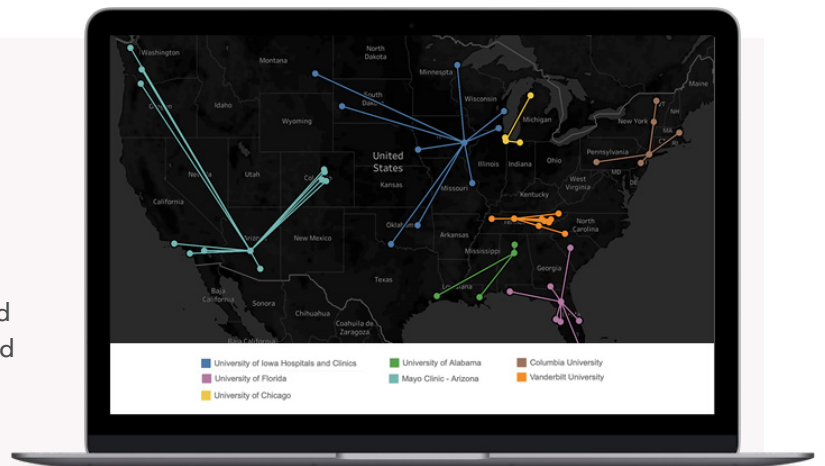
We needed to be ready for immediate screening and enrollment of patients when site restrictions were lifted. **To ensure no time or opportunity was lost during the pandemic, Seeker Health became the voice of the client with the potential patients.** We leveraged our site management communication skills to build rapport, and keep sites engaged.

In our Seeker database, we tracked site and patient engagement, allowing our team to understand what has been communicated to patients, and measure how and when sites responded. This end-to-end support provides our client with a real-time digital reporting metric of enrollment and site performance.

The Results

Our flexible approach and strategic focus delivered excellent results for the client even during the COVID pandemic.

- As our client's North American sites slowly begin to reopen, a total of 301 patients passed our online prescreener and have been assigned to sites. Over 20 of these patients have been identified as likely candidates for scheduled screenings on site when the sites reopen.



Using our deep expertise on the creation and deployment of engaging social media campaigns, patient engagement:

- Increased from an average of 45 patients a month before COVID to 88 patients a month during the COVID pandemic, almost doubling patient screener qualifications while sites were on hold.
- During the COVID pandemic we exceeded our screener recruitment goal by 55%

The client was extremely satisfied and is currently on track to complete enrollment regardless of the COVID pandemic pause.



The voice of the client



Keep site engaged



Find the right patient



Real-time digital reporting

To learn more about Seeker Health® by EVERSANA, visit eversana.com/products/seeker-health.