CASE STUDY:
Transforming Clinical Trials with EVERSANA

Client Overview

A leading pharmaceutical manufacturer sought to alleviate the burden on participants and clinical trial sites, improve access to diverse range of patients, and expedite clinical trial results. However, traditional trial models presented significant challenges that hindered efficiency, convenience and a broad patient participation.

Challenges

The conventional clinical trial structure created multiple obstacles for both participants and trial sites:

- **Participant Barriers** – Required in-person visits for medication dispensing, adding scheduling complexities and deterring enrollment.
- **Site Overload** – Trial sites juggled administrative responsibilities, product handling and storage, diverting focus from patient care and research.
- **Operational Strain** – The manufacturer had to invest heavily in managing trial sites and participant logistics, stretching internal resources

EVERSANA's Solution: Direct-to-Participant Dispensing

By partnering with EVERSANA, the manufacturer implemented a Direct-to-Participant Dispensing model that revolutionized the trial experience:

- **Enhanced Accessibility and Diversity** – Participants could receive medication at home, eliminating travel burdens and broadening trial reach.
- **Accelerated Enrollment and Retention** – Site visits decreased by over 60%, leading to faster participant recruitment and higher retention rates.
- **Optimized Site and Sponsor Resources** – Trial sites reduced administrative workload, allowing them to focus on core clinical expertise.
- **Efficient Prescription Management** – Direct-to-Participant Dispensing minimized supply chain inefficiencies and preserved limited product resources.
- **Reduced Temperature Excursion Risks** – EVERSANA managed medication handling, ensuring precise delivery to the right patients at the right time.
- **Flexible Delivery Options** – Participants could receive medications at home, work, FedEx drop points or retail pharmacies, increasing convenience.
- **Accelerated Speed to Market** – Faster data collection and trial completion enabled quicker dissemination of results and regulatory approvals

Results and Impact

The shift to EVERSANA's model delivered measurable success:

- **Higher Enrollment Volume** – More participants joined the study due to reduced barriers.
- **Lower Dropout Rates** – Seamless medication access improved retention and adherence.
- **Increased Participant Satisfaction** – Personalized, flexible support led to greater engagement and trial completion rates.

By integrating EVERSANA's innovative approach, the client not only optimized their clinical trial operations but also brought life-changing therapies to market faster.

Visit our website to learn more about integrating our Specialty Pharmacy Program into your clinical trials.