Position Paper
Trial Recruitment

Pharma and device companies are looking beyond incremental effect. They want a path to accelerated recruitment. We can now deliver the benefits of speed, efficiencies, cost savings and access to a wider, more diverse patient population.

Introduction

We've seen 2019 as a breakout year for clinical trial recruitment patient activation.

The 83bar Patient Activation system can accelerate and expand patient recruitment in trials for drugs, devices, diagnostics, and even digital health modalities.

This system attracts, educates and qualifies patients based on specific clinical trial criteria. In addition, it maintains high-engagement levels throughout the process.

Our goals is to enable collaboration among all stakeholders in the clinical trial landscape. In doing so, we can optimize each component of the clinical development value chain.

Patient Activation Measures, developed by Hibbard et al., specifies the level of patients' engagement and may contribute to better self-management, higher engagement in treatment, and greater patient satisfaction.

Until recently, there have been few examples of patient activation in disease awareness campaigns, marketing promotions, educational outreach, compliance programs, or clinical trial recruitment.

83bar has developed a patient activation system that has been implemented by nearly three dozen brands in health, medical, technology, and devices. The company has amassed a database of more than 900,000 patient prospects using this system, over the past three years.

One of the key insights from this experience is that the largest opportunity for new patients exists outside of the traditional medical model.

An opportunity exists outside of the traditional medical model

The way patients have been sourced for clinical trials in the past is through a supervised market. This is where patients are typically located in EHR/EMR databases or from past clinical trials.
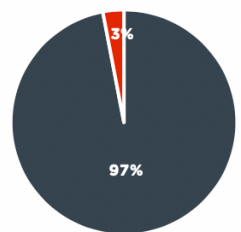
But this approach can reach as little as 3% of the available population.

The remaining population, the non-supervised group, want a different approach: fast, personalized, and concierge-like.

At 83bar, some 65% of patients that we connect with are outside of the medical system.

So who are they? How are they engaging? How do we reach them?

CLINICAL TRIAL PARTICIPATION

3%

97%

- No participation
- Participate

97% of prospective patients DO NOT participate in clinical trials today

Trial Patient Profiles

The 83bar approach has been purposefully designed with the goal of locating patients and activating them -- from online surveys to immediate contact by an RN. Further, based on our extensive number of patient engagements, we know there's more than one type of patient.

We have organized them into four 'personas' and differentiate them based on how they process information.

- Are they informed or not informed?

- Are they supervised or not supervised?

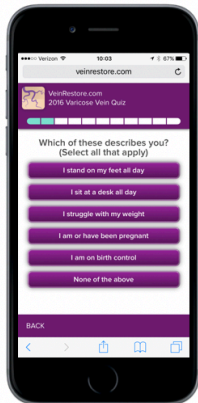| JOHNNY	ALICE	SARAH	MICHAEL
An Uninformed, Non-supervised Consumer	An Informed, Non-supervised Consumer	An Uninformed, Medical Supervised Consumer	An Informed, Medical Supervised Consumer
Johnny is unaware that clinical trials are taking place or that they're an option for him.	Alice is aware that clinical trials are taking place and researched trials based on her condition.	Sarah is unaware that clinical trials are taking place or that they're an option for her.	Michael is aware that clinical trials are taking place and researched trials based on his condition.
He doesn't have a regular doctor, so is missing a good source of information to help manage his medical journey.	She doesn't have a regular doctor, so is missing a good source of information to help manage her medical journey.	She has a regular doctor who manages her condition, monitors her treatment and provides information during regular visits.	He has a regular doctor who manages his condition, monitors his treatment and provides information during regular visits.
Searches the internet often but not for his medical condition.	Relies on sites like WebMD & Wikipedia; searches on her phone.	Uses the internet occasionally and is not on social media.	Relies on searches of medical sites, social media and regular doctor.

Not all surveys are created equal

In our surveys, you'll see differences that are meaningful for the patient: the language, the gamification, the types of questions we ask, and even the order of the questions. These are all designed to be more patient-centric and to deliver better results for our clients.

10 to 20 data point collection opportunities

"Gamification" improves compliance and orientation

Hyper optimized patient friendly language

Questions are based on a scientific approach

Mobile first approach drives the form and function

Patient centric calls to action.

Our Results

As the result of these differences, we are seeing form fill rates that are above the industry average, with patients filling out anywhere from 10 to 20 questions.

SURVEY COMPLETION BY MEDICAL SEGMENTS

Health Care Industry average
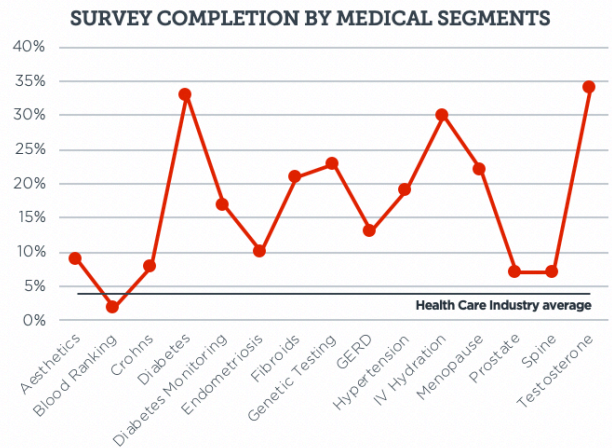
Implications for Action

The expanded role of patient activation can help boost public awareness, increase requests for new treatments and help drive the scientific industry to create new treatments.

At 83bar, we believe accelerating enrollment needs a best-in-class patient activation system. We look forward to the opportunity to partner with trial sponsors, CROs, and others in the trial ecosystem to help save time and costs.

For full report data, contact:

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