



 INVENTIV HEALTH CLINICAL

Patient Recruitment One Size Does Not Fit Most

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Patient Recruitment – A Unique Need

- ▶ Why is Patient Recruitment so unique?
 - ▶ Population generally unaware of the opportunity
 - > Once aware, many times myth “debunking” begins
 - ▶ The potential benefit of the trial is at times difficult to message due to regulation
 - ▶ Sites have competing interests
 - ▶ Clinical teams unaware of options and at times hesitant to take perceived risk

One Size Does Not Fit Most

- ▶ Each trial has unique parameters justifying need for customized approach
- ▶ Cookie-cutter strategy will not generally cover all audiences or countries
 - ▶ Site staff
 - ▶ Facility staff
 - ▶ Community healthcare professionals
 - ▶ Patients
 - ▶ Caregivers
 - ▶ Community groups (overall public awareness)
- ▶ All site needs are different, strength and weakness need to be embraced/supported to make each successful



Tactics that Work



inVentivONE™ Process

- ▶ 5 Critical Success Factors
 - ▶ Strategic plan
 - > Knowledge of patient population and target demographic
 - > Measurable and actionable
 - ▶ Strong, creative messaging and branding
 - ▶ Site integration
 - ▶ Focused execution with tenured team
 - ▶ Ongoing evaluation and fine tuning



Global Considerations

- ▶ Critical success factors are applied and applicable across all countries
- ▶ Tactical approaches considered and vetted with multiple tenants in mind:
 - ▶ Country/Site mix
 - ▶ Regulatory (agency and ethics) timelines
 - ▶ Culture acceptance (site and patient level)
 - ▶ Healthcare structure
 - ▶ Client budget and/or patient parameters
 - ▶ Experience metrics and feasibility findings
 - ▶ Client recruitment/retention experience



inVentivONE™ Solutions

- ▶ Study branding & logo development
- ▶ Recruitment materials
- ▶ Direct-to-consumer advertising (broadcast, print, internet, direct mail)
- ▶ Pharmacy outreach
- ▶ Central call screening
- ▶ Study websites
- ▶ Educational tools
- ▶ Patient retention
- ▶ Public relations
- ▶ Community & advocacy outreach
- ▶ Digital & social engagement
- ▶ Database & pharmacy outreach
- ▶ Referring physician programs
- ▶ Event marketing
- ▶ Study feasibility
- ▶ Geo-targeting site selection
- ▶ Online metrics tracking & analysis
- ▶ Site support & motivation
- ▶ Site training

Comprehensive patient recruitment and retention offering backed by the experience and resources of PharmaNet/i3 and inVentiv Health.

Thank you

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