



**Phase I trials that require specialized patient populations are a breed all their own.**

**Medpace has built relationships to rapidly recruit the targeted patients for your clinical trials.**

### **Case Study: Recruiting Specialized Patients for Phase I Projects**

**Medpace's Phase I unit successfully recruited a specialized cardiac patient population well before some sites had enrolled even one patient.**

**In this multi-center Phase I example, Medpace's integrated project team significantly outperformed other units.**

Medpace's Phase I Clinical Pharmacology Unit (CPU) is located on a clinical research campus in Cincinnati Ohio that also is home to Medpace's CRO services, bioanalytical and central laboratory facilities, and an investigative research clinic site.

Medpace has amassed a database of tens of thousands of volunteers from the region. Demographics of the Medpace CPU volunteer database include:

- Normal Healthy Volunteers
- Cardiovascular Disease
- Diabetes
- Hyperlipidemia
- Hypertension
- Obesity (BMI >30)
- Postmenopausal (natural or surgically sterile)
- Elderly (65+ years)

With an aggressive outreach effort, commitment from the area's best physicians and dedication to regulatory rigor, Medpace has emerged as one of the finest research facilities in the Midwest US to conduct Phase I research.

Medpace has built an industry reputation designing both metabolic and cardiology studies. In fact, Medpace has helped pioneer many of the metabolic and cardiovascular compounds introduced in the last 20 years.

**Read on to learn how Medpace recruited a specialized cardiac patient population well within the Sponsor's timeline.**

**Challenge:**

**Recruit targeted patients, conduct patient screening, and randomize to meet enrollment goals, and integrate platelet aggregating technology into the study.**

In addition to recruiting and enrolling a specialized cardiac patient population, the Sponsor's protocol required specific platelet aggregation technology to conduct the trial. Integrating that technology with on-site medical expertise in cardiovascular disorders, as well as conducting Phase I projects, demanded a full service partner to deliver all development services in a seamless fashion.

**Solution:**

**The Sponsor selected Medpace because of its full-service Phase I capabilities, its experience in cardiovascular studies, access to specialized patient populations, and its ability to integrate all facets of the project.**

The Sponsor chose a number of investigator sites, including Medpace CPU. Medpace CPU not only had the relationship with a noted lead investigator in the area of cardiovascular research, but was able to meet the Sponsor's required numbers by adding an active patient recruiting media campaign. In addition, the close working relationship of the Phase I unit with both Investigator and on-site medical experts allowed Medpace to initiate platelet aggregating technology to conduct the trial well before other sites had recruited their first patient.

**Access to Key Investigator Site for Specialized Patient Population**

Metabolic and Atherosclerosis Research Center (MARC) is a wholly owned subsidiary of Medpace, located on the same clinical research campus. Devoted to treatments of specialized populations of patients with defined cardiovascular and metabolic patient populations, MARC was instrumental in pooling patients from the target population. This relationship, combined with active patient recruiting and integrated start-up processes resulted in faster project start-up.

**Patient Recruitment and Retention**

The Recruiting and Community Affairs group within the CPU is dedicated to the recruitment and retention of volunteers, and maintains an active database of potential patients. Ongoing contact with the volunteers through periodic phone calls, mailings, email, web and social media ensure an active database which was key to the study's success.

**Result:**

**The Sponsor reported back to Medpace that the patient recruiting and start-up process was completed faster than any other investigative site.**

Medpace was able to beat timelines through its integrated project team, its close relationship with MARC, a well maintained, active patient database, and the on-site medical experience of Medpace therapeutic experts. The result was the fastest project start-up in comparison to the other investigator sites.

