

# IntelliPACE®

## A STRATEGIC BLUEPRINT AND SEAMLESS EXECUTION FOR OPTIMAL PATIENT RECRUITMENT AND RETENTION

Patient recruitment and retention remains one of the most challenging hurdles in clinical development. Complex study protocols, lack of awareness among physicians and patients, competing studies, and shrinking pools of potential patients due to increasingly targeted therapies all contribute to the difficulty.

IntelliPACE is Medpace's in-house program driving successful and expedited patient recruitment. Fully integrated and leveraging the clinical development services of Medpace as a global clinical research organization with nearly 30 years of experience, IntelliPACE provides a two-pronged approach to patient recruitment and retention. The first is a sound and well-vetted recruitment strategy driven by robust data and expert analysis. Once the optimal strategy is defined, our specialized recruitment teams step in to execute the plan seamlessly and efficiently.

### OPTIMAL RECRUITMENT ALIGNING STAKEHOLDERS FOR SUCCESS



#### PATIENT SUCCESS

- SAFETY
- COMFORT AND SUPPORT
- GOOD SCIENCE = HOPE



#### SPONSOR SUCCESS

- FAST ENROLLMENT
- QUALITY DATA
- MINIMIZED STUDY COST

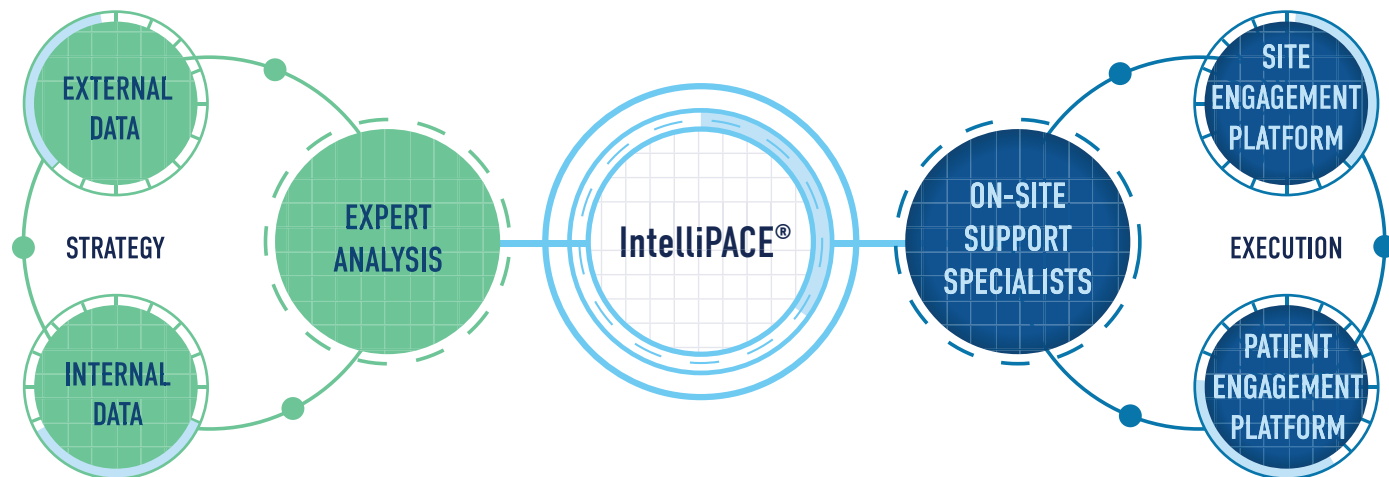


#### SITE SUCCESS

- KNOWLEDGEABLE STAFF
- PATIENT SUPPORT
- EFFECTIVE OUTREACH
- SITE STAFF TRAINING



# IntelliPACE: DRIVES SUCCESSFUL PATIENT RECRUITMENT



## STRATEGY DATA-DRIVEN, EXPERIENCE REFINED

Sound recruitment strategies that align the target population with high-performing sites.

- Driven by external and internal data sources, including our proprietary study management system, ClinTrak® which includes lab and imaging data
- Overlays patient-level data with expertise and site relationships
- Internal analysis further refines and identifies potential gaps and areas of opportunity to find and enroll qualified patients
- Leverages strong relationships with Key Opinion Leaders and Investigators around the world, and our insights into the standard of care, and country-specific regulatory and cultural limitations
- Generates more accurate feasibility and budget certainty

## EXECUTION HANDS-ON, IN-HOUSE

Specialized recruitment teams for faster enrollment and fewer dropouts.

- Site-specific study plans that streamline each Investigator's approach for recruitment
- Tactics that are customized to the site's level of research experience and available resources
- Patient and caregiver support throughout the clinical trial experience
- Focused on awareness, education, convenience and comfort
- Site and patient-centric approach drives higher quality and efficiency



## STRATEGY: DATA-DRIVEN. EXPERIENCE REFINED.

The current hot topic in patient recruitment is to use 'big data' from a range of resources to drive strategy. While such data can be valuable in initiating a successful recruitment strategy, the ability to synthesize decades of clinical study experience, collaborative site relationships, and hands-on expertise from medical and operational teams brings a much higher degree of confidence and predictability in recruitment modeling. Without this pragmatic experience and analysis, volumes of data can lead to erroneous conclusions, adding time to your clinical study.

***Medpace overlays patient level data with expertise and prior site performance to provide a refined blueprint for an optimized recruitment strategy.***

### DATA-DRIVEN

Medpace's method for developing successful patient recruitment strategies starts with compiling relevant data from a rich multitude of sources, including our proprietary study management system, ClinTrak®. These data provide objective information on availability of patient populations in a wide variety of indications, as well as the performance of countries and sites across the globe. The ability to compile and objectively analyze these data permits our team to identify sites best suited for each study. Our collective resources include:

- Global Health Research Platforms: Access to public data and private global health research platforms providing information for over 400,000 investigators, across 300,000 studies, and involving more than 135 million patients, to supplement our internal metrics
- Clinical Study History: Our proprietary study management system, ClinTrak®, provides years of Investigator start-up, enrollment, and quality performance metrics to enable identification of high-quality, reliable sites
- Central Laboratories: A global repository of laboratory data drives sound recommendations relative to key inclusion/exclusion criteria to target investigators with the correct patient population
- Electronic Data Collection: A wealth of information regarding inclusion/exclusion criteria and their effect on enrollment in similar studies can help to inform study design and recruitment
- Imaging Core Labs: Assists with the identification of Investigators in key therapeutic areas with access to specialized equipment and the experience required to conduct some of the most complicated studies currently designed

The multitude of resources analyzed ensures Medpace can provide a highly customized, informed recruitment strategy for each study.



## EXPERIENCE-REFINED

Patient level data alone can lead to missteps. Without thoughtful interpretation, an abundance of de-identified healthcare data can lead to spurious conclusions. For example, 'big data' may point study teams to a specific geographic region, with a large number of patients who, although patients at an institution, are not connected sufficiently to a site investigator who can enroll them. While geographic location can be important, successful recruitment relies heavily on Investigator location, their motivation, resources, and performance. Neither private nor public healthcare data resources convey a complete picture. As these factors play an important role in recruitment success, experienced team members are key to identifying potential gaps and areas of opportunity for patient enrollment. Medpace has strong relationships with Key Opinion Leaders and Investigators around the world, facilitating patient recruitment strategies that align with high-performing sites. Medpace also has insight into standard of care and country-specific regulatory and cultural limitations which are critical to inform a sound recruitment strategy.

***While access to large volumes of health data is shaping the future of patient recruitment, it is important to recognize that an abundance of patient data, when taken at face value, can lead to sub-optimal recruitment strategies.***





# EXECUTION: IN-HOUSE. HANDS-ON.

With an optimized recruitment strategy in place, study recruitment and retention efforts are centralized and streamlined through IntelliPACE's site and patient engagement platforms.



## SITE ENGAGEMENT PLATFORM

### CUSTOMIZED RECRUITMENT AND ONGOING SUPPORT

We help sites prioritize the study and provide site- and patient-centric strategies to enhance their enrollment. Site-specific study plans streamline each Investigator's approach for recruitment, and recruitment tactics are customized to the site's level of research experience and available resources.

At study start-up, Medpace's specially trained Patient Recruitment and Retention team engages with each site to learn about the patient landscape, previous enrollment experience, and plans for enrollment. This feedback and collaboration is integral to mitigating any potential recruitment barriers specific to the site and enables us to strategize for success. A site-specific enrollment plan is developed and action steps are put in place to ensure sites meet enrollment goals.

#### Resources in the site engagement platform include:

- Engagement support
  - Recruitment planning
  - Local advertising
  - Referring physician outreach
- Database/chart review
  - Identify potential patients from a site's internal database
- Protocol-driven materials
  - Study-branded site materials
- Videos for complex study procedures
- Technology
  - OnPACE app
  - ClinTrak
- Pre-screening portal
- Regulatory submissions portal
- Medpace's Flagship program for preferred sites and networks



## PATIENT ENGAGEMENT PLATFORM

### PATIENT AND CAREGIVER SUPPORT THROUGHOUT

Effective and meaningful patient engagement is critical to the success of clinical trials. Our patient-centric approach ensures patients and caregivers are provided with support throughout their clinical trial experience by focusing on awareness, education, convenience and comfort.

#### Resources in the patient engagement platform include:

- Technology
  - TrialPACE app
- Pre-screening solutions
  - Mobile health screening
  - Community event participation and pre-screening
  - Pre-screening websites
- Study educational videos
  - Introduction to clinical trials
  - ICF review
  - Procedure training
  - Diary completion
- Study-branded educational materials
- Digital engagement
  - Traditional online (i.e. Google search)
  - Social media engagement
- Advocacy engagement
- Onsite visit support/comfort
  - Transportation services
  - Home health visits
  - Comfort/milestone patient items



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## PATIENT RECRUITMENT STRATEGIES AND EXECUTION PUT YOU ON THE PATH FOR OPTIMAL SUCCESS

While access to large volumes of health data is shaping the future of patient recruitment, it is important to recognize that an abundance of patient data, when taken at face value, can lead to sub-optimal recruitment strategies. Ill-informed decisions can cause delays, missteps and can even cause a well-designed study to fail. With the right team in place to analyze trends, historical metrics, global practices and anomalies, Medpace can predict and prepare successful recruitment strategies.

A seamless hand-off to our in-house team of patient recruitment and retention specialists is the next step toward success. While focused on driving fast enrollment, they work closely with the study team members from operations and site start-up to provide greater efficiency and enhanced communication and collaboration.

Medpace is your competitive advantage for fast enrollment and efficient study execution. Through IntelliPACE, Medpace aligns the target population with motivated and high performing sites and then supports the sites for optimal success. But the deeper advantage is our fully integrated approach. Coordinating all services under one roof provides an accountable, seamless, integrated, and efficient platform – increasing quality and speed while significantly reducing a Sponsor's need for duplicate management oversight. Coupled with nearly 30 years of research experience and relationships, Medpace can help you reach your recruitment milestones as well as ensure the needs of patients and sites are met.

## FULL-SERVICE CLINICAL DEVELOPMENT

Medpace is a scientifically-driven, global, full-service clinical contract research organization (CRO) providing Phase I-IV clinical development services to the biotechnology, pharmaceutical and medical device industries. Medpace's mission is to accelerate the global development of safe and effective medical therapeutics through its high-science and disciplined operating approach that leverages local regulatory and deep therapeutic expertise across all major areas including oncology, cardiology, metabolic disease, endocrinology, central nervous system and anti-viral and anti-infective.



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MAKING THE COMPLEX  
**SEAMLESS™**



SER-0002-R0520