

# PHASE III TRIAL SEES A 447% INCREASE IN PATIENTS RANDOMIZED

## BACKGROUND

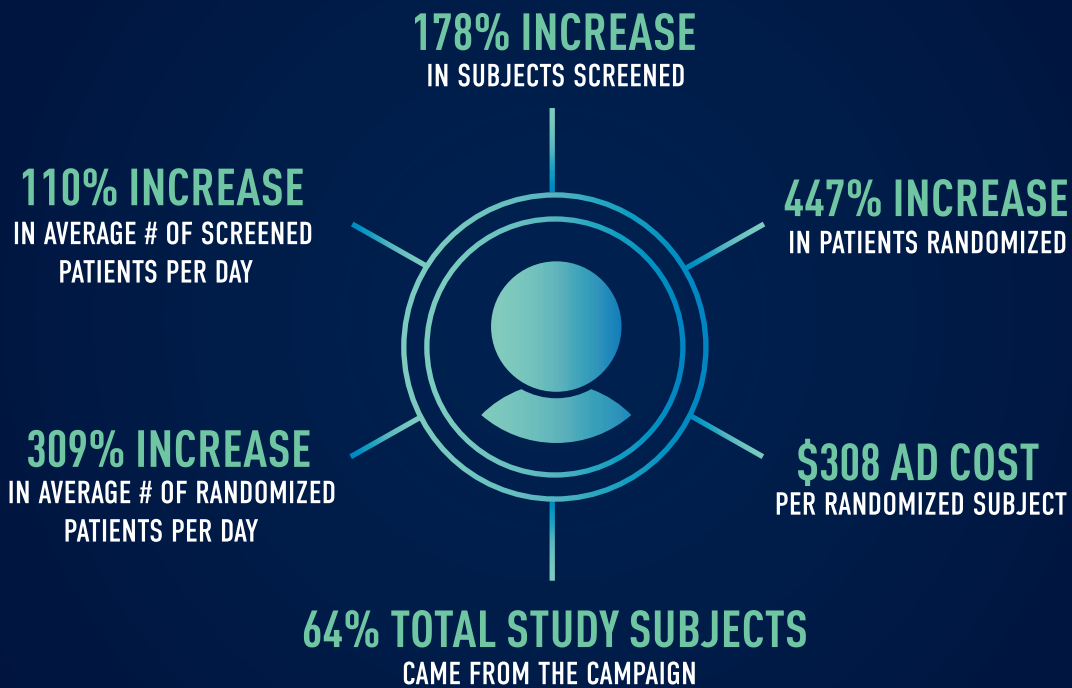
An innovative biotech conducting a Phase III gastrointestinal study in lactose intolerance partnered with Medpace to support its development efforts. Medpace’s patient recruitment and retention team worked in unison with an external vendor to provide a comprehensive patient recruitment campaign to bring awareness to patients with gastrointestinal symptoms.

## CHALLENGES

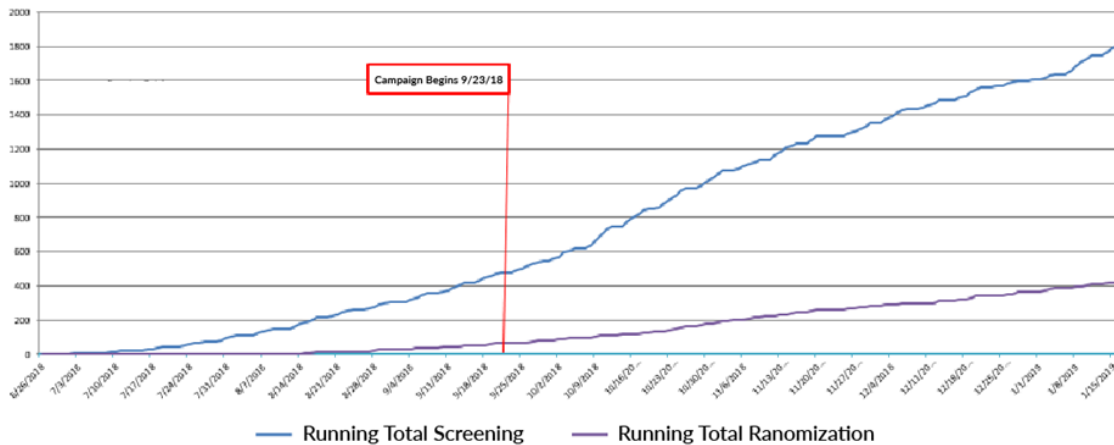
A limited patient population in the sites internal database made this a challenging recruitment study from the onset. And time was critical - there were specific deadlines for patient enrollment that required an expedited and streamlined recruitment approach. A sound and well-vetted recruitment strategy needed to be defined and executed to meet patient recruitment goals in a timely manner.

*A solid patient enrollment strategy followed by efficient and well-coordinated execution was the key to success.*

### Patient Recruiting Campaign: Facts and Figures



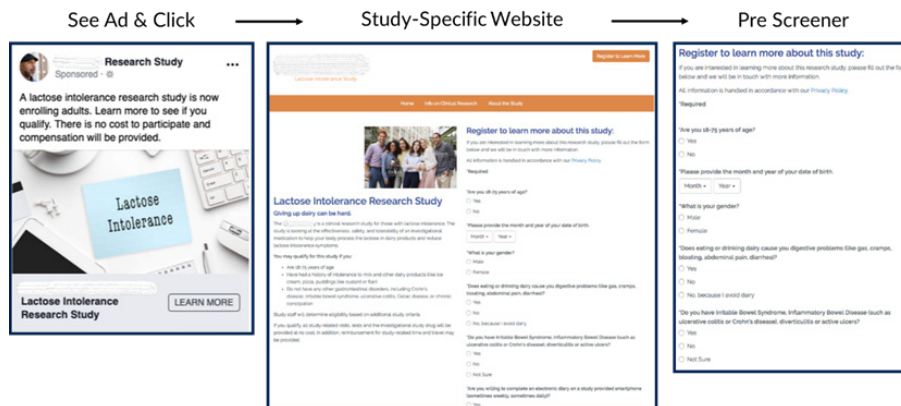
## Total Screened Trend Report



## SOLUTION

Utilizing our ExcelliPACE™ process, our platform for successful patient recruitment and retention, we were able to apply our patient engagement strategies to successfully enroll this study. Key initiatives included:

- **Study Branding:** Medpace's in-house information design team branded the study. All imagery across site and patient touchpoints were consistent resulting in a cohesive message throughout the recruitment process.
- **Pre-screening and Study-Specific Materials:** A study-specific website was developed to share study details and collect information from interested patients. Patients could quickly find out if they might be qualified for the study by completing 5-10 pre-screening questions.
- **Targeted Media Campaign:** To drive awareness, Medpace worked with a vendor on a comprehensive patient recruitment campaign. Advertisements were displayed on Instagram, Facebook and Google to a targeted audience. It ran for five months and supported 37 study sites in two languages – English and Spanish.



## 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.

