Case Study:

PHASE III TRIAL SEES A 447% INCREASE IN PATIENTS RANDOMIZED

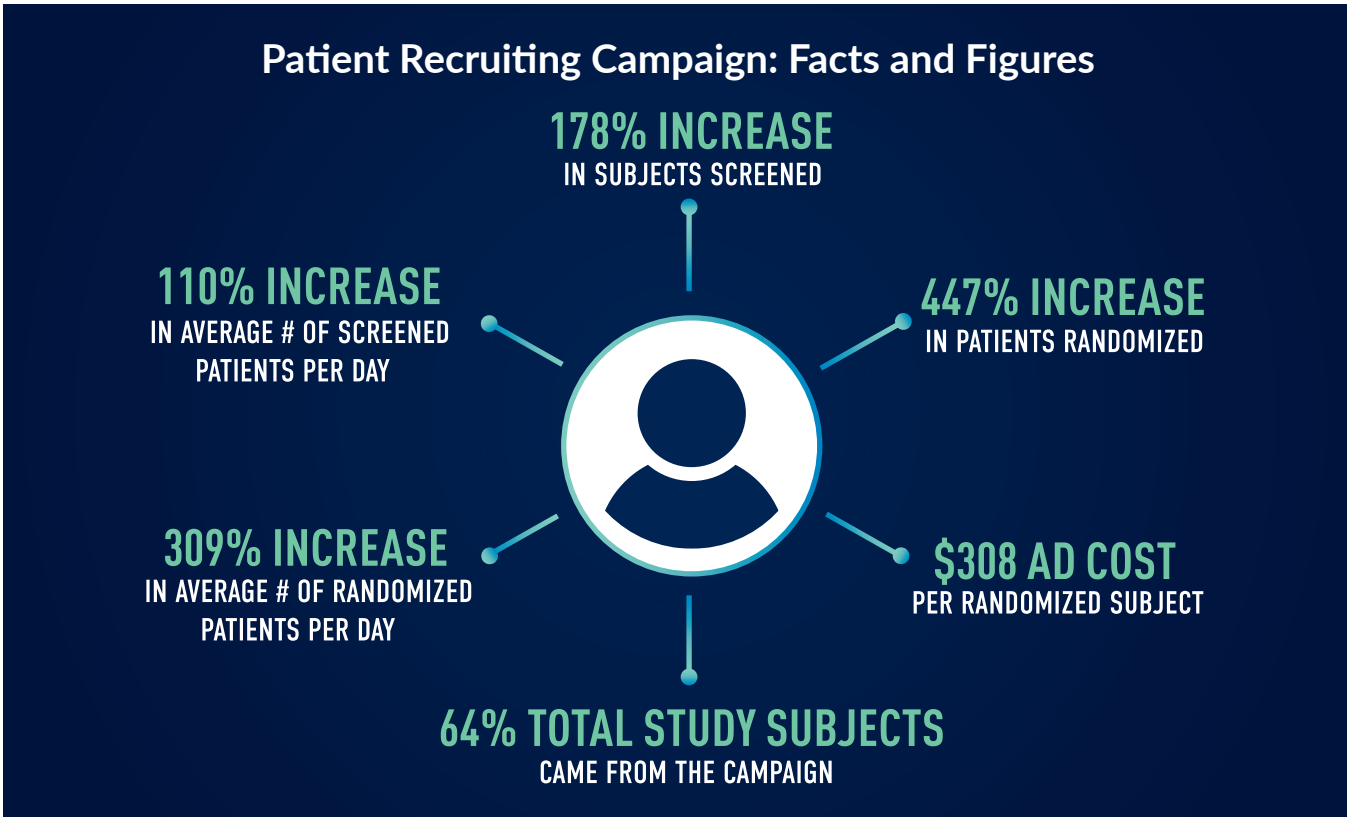
BACKGROUND

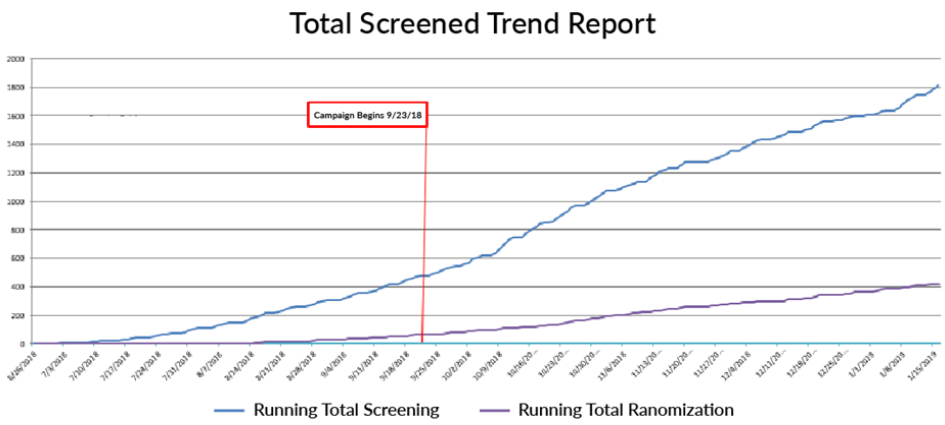
An innovative biotech conducting a Phase III gastrointestinal study in lactose intolerance partnered with Medpace to support its development efforts. Medpace's patient recruitment and retention team worked in unison with an external vendor to provide a comprehensive patient recruitment campaign to bring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





SOLUTION

Utilizing our patient recruitment and retention capabilities, 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.

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