



**ClinOne**

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## Case Study

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# **Connecting HCPs (and Their Patients) to a Phase 3 Trial for Frontotemporal Dementia**

How automating outreach to trusted providers on behalf of sites generates awareness, interest, and potentially qualified peer-to-peer patient referrals

**72% of Americans** say they would consider participating in a clinical trial if recommended by their doctor - yet **only 22%** say HCPs have ever talked to them about one."

*Applied Clinical Trials, 2022*

## ENROLLMENT AND HCPs

The statistics are staggering. 86% of trials do not reach enrollment goals in their initial timelines, nearly 50% of sites under-enroll, and 11% fail to enroll a single patient

Recruitment is a costly challenge for sponsors, CROs, and sites, causing delays and huge expense, and risking the feasibility of trials themselves.

Yet there is hope - and much of it rests with the physicians and specialists who know patients best. In fact, 72% of Americans say they would consider participating in a clinical trial if recommended by their doctor, but only 22% report that a provider has ever spoken to them about a study opportunity.

Why the disparity?

One significant factor is a lack of knowledge about study opportunities near them that may be a relevant fit for the patients they treat and advise. It's no surprise - given how over-worked and under-staffed offices are, they can't reasonably be expected to stay on top of all new trials or maintain relationships with sites in the area.

## A ONE-TO-MANY APPROACH



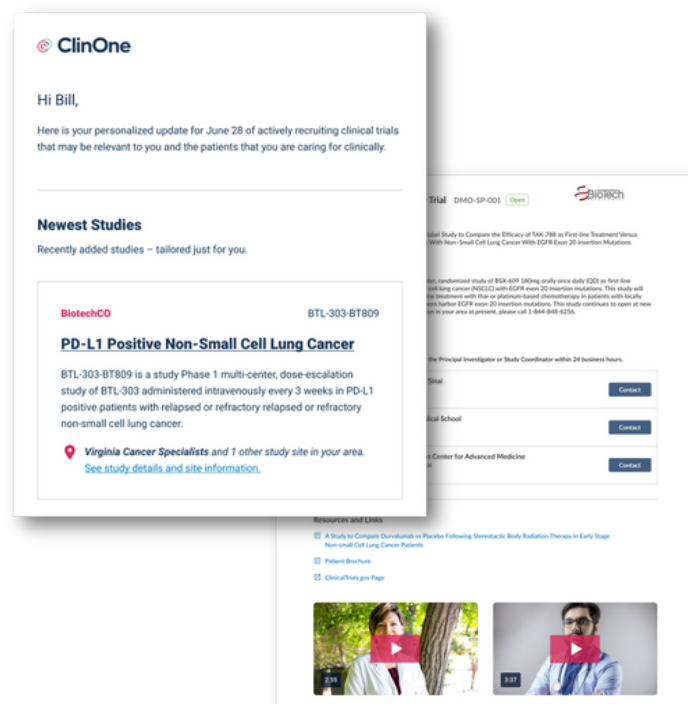
The influence that HCPs have with their patients cannot be understated. Most patients choose a PCP and remain with them for years, and those with specific conditions likely rely on the same specialists for the duration of their care. These patients trust (and listen to) their doctors.

And while enormous budgets are spent on direct-to-patient outreach, connecting with physicians can provide indirect access to dozens or hundreds of patients through already existing trusted relationships - likely leading to a lower screen failure rate based on the HCP's intimate understanding of the individual and I/E criteria.

## HCP TRIAL AWARENESS

Trial Awareness by ClinOne exists to bring attention to actively enrolling studies and keep them top of mind for HCPs as they meet with patients and their families to discuss care and participation options - ultimately driving conversations between providers and sites, potentially resulting in highly qualified peer-to-peer referrals.

It features regular automated outreach on behalf of study sites to a curated network of relevant local and regional HCPs, and a detailed study webpage with key information including I/E criteria, goals of the study, and ways for the HCP to contact the site to learn more.



By working with trusted HCPs, Trial Awareness provides indirect access to huge (and diverse) patient pools. Because patient recruitment has historically been focused on patients living in relative close proximity to major academic study centers and large university hospitals, it has created a great deal of homogeneity and kept clinicians outside of these networks out of the loop regarding trial opportunities.

By connecting and informing clinical leaders in communities that may be smaller, rural, or economically disadvantaged, sponsors can exponentially expand their reach to more patients with robust diversity and demographic profiles.

# Raising Awareness for a Phase 3 Frontotemporal Dementia trial



## SUCCESS AT A GLANCE

**Therapeutic Area:**  
CNS

**Indication:**  
Frontotemporal Dementia (FTD)

**Phase:** Phase 3

**Duration:** 10 months (to date)

**HCP Outreach Targeting:**  
17,000 specialists (primarily  
Psychiatrists and Neurologists)

**Sites:** 44

**Geography:**  
U.S. and Europe

### Results:

- Kickoff to "go live" in 2 weeks
- Influencer access to huge and diverse patient pools
- 320,000 eNewsletters sent
- 19% average engagement rate
- 4,000 views of study webpage
- 9+ direct trackable submissions from HCPs to contact the site (to date)

## THE MORE YOU KNOW

HCPs' comments and questions on their form submissions clearly indicate a high likelihood of interest and referral potential. **Actual inquiries received from HCPs in this trial:**

### New message

Please send me details about this study. Thanks very much." - **Psychiatrist**

### New message

"I'm wondering about the progranulin and gene issue with FTP. I suspect the first step for anybody to participate in that study would be to see if they have that gene. Could you call me back and give me some information?" - **Psychiatrist**

## GOAL OF TRIAL AWARENESS

Given the importance of physician and HCP relationships with patients with Dementia and their caregivers, the study sponsor understood it was critical to engage the local and regional medical community. They also knew sites did not have time to build relationships with HCPs. ClinOne Trial Awareness was trusted to keep the study top of mind with Psychiatrists and Neurologists as they met with potential patients.

## IMPLEMENTATION

Speed was a critical success factor for this Phase 3 study. ClinOne has the fastest implementation times in the industry thanks to the ease of configuring its platform with no custom coding. The sponsor was able to kickoff, confirm outreach campaign content, identify ideal providers in the ClinOne HCP Network, review and provide feedback on screenshots, and go live with twice-monthly eNewsletters - all in just two (2) weeks.

## EVIDENCE OF SUCCESS (SO FAR)

Awareness campaigns succeed when more people see the information consistently - and it resonates so that they are able to recall it when an opportune moment arises. Over the initial 10 months, ClinOne generated...

**17,000**  
Specialists  
Identified

**320,000**  
eNewsletters  
Sent

**61,000**  
Impressions

**19%**  
Average  
Read Rate

**4,000**  
Study Page  
Views

**9+**  
Direct HCP-to-Site  
Inquiries (to date)

Although some benefits of awareness are less trackable, direct, or quantifiable, such clear results prove that sponsors, sites, and HCPs are eager to connect patients with clinical trials and potentially life-changing medications - if they know about them.

### New message

"Today I had a new visit from a 58-year-old man with frontotemporal dementia, clinically it is about the behavioral variant of FTD. Genetic tests have not been performed. No clear heredity for FTD. PET shows a picture that complies with FTD."  
**The patient is interested in participating in a study if possible."**

- **Chief Physician of Geriatric Medicine and Neurology**

### New message

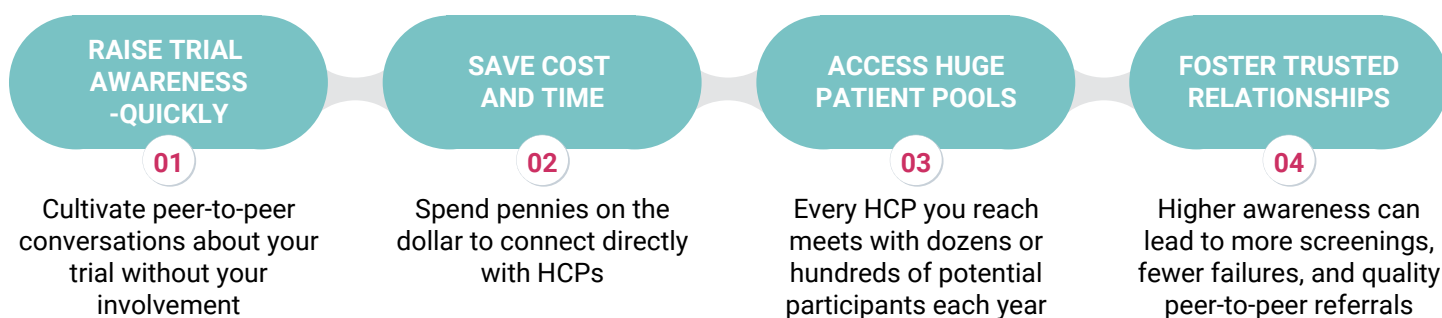
"I have a patient with FTD. I want more information to pass to her and her husband about this study." - **Psychiatrist**

## HOW (AND WHY) IT WORKS

Sites do not have time (or often the relationships) to reach out to local HCPs and create the conversations that raise awareness and potentially generate referrals. Thankfully, ClinOne does. Here's how it works...

- **Target the Right HCPs** | Clinical experts team with sponsors and CROs to suggest relevant specialties as well as tests, demographics, and geographies to identify ideal providers in the ClinOne HCP Network.
- **Create Engaging Content** | A team of medical writers with decades of experience develops engaging content for eNewsletters as well as the study webpage which provides interested HCPs with more information.
- **Communicate Consistently** | All awareness campaigns require reach and consistency for the message to be absorbed and generate recall - that's why ClinOne tracks engagement metrics and cultivates valuable content to be shared on a twice-monthly basis with the right HCPs.
- **Make It Actionable** | The study webpage includes goals of the study, I/E criteria, and multiple ways for HCPs to get involved or contact the site - including detailed form submissions requesting more info about the trial and indicating a potential referral.
- **Don't Expect a Miracle** | Patient recruitment is one of the biggest challenges facing clinical trials today and it is not easily solved by any one method. As part of a complete strategy, ClinOne adds a unique dimension to engage HCPs at a fraction of the cost (and zero burden) of other awareness programs.
- **Follow Up with Sites** | Sites are busy, and it is essential to follow up with them to ensure they are responding to HCPs when requests come in. ClinOne provides detailed reports in order to avoid losing time or a potential opportunity with a patient.

## BENEFITS OF ACTIVATING THE HCP COMMUNITY



## PART OF A TRUE SINGLE PLATFORM

In addition to Trial Awareness, the ClinOne true single platform provides Adaptive Experiences for clinical trials with proven solutions including...

- Consent Management
- Patient Ride
- Medication Adherence
- TeleVisits and visit calendars
- BYOD eDiary
- Secure communication
- Site productivity portal
- Behavioral insights
- API integrations
- Responsive web design



## RAISING AWARENESS FOR YOUR TRIAL

ClinOne Trial Awareness was created to activate HCP communities located near enrolling clinical sites. It allows sponsors to greatly expand the number of clinicians in the loop about their studies, create buzz and word-of-mouth among medical professionals, and provide access to much larger groups of patients. The trust those patients have in their HCPs, and the knowledge providers have of their patients can lead to higher-quality referrals that are more likely to enroll and remain in trials. To explore whether Trial Awareness can add value for your next clinical trial, schedule a demo at [www.clinone.com](http://www.clinone.com).