



## **How does patient recruitment (an expense) help today's biotechs in these troubled times?**

Investing in patient recruitment has a singular purpose: to shorten a clinical trial enrollment timeline. If done successfully, a timeline reduction will have the near-term benefit of reducing a company's cash outlay that is allocated to monthly clinical operations fees (e.g., CRO fees, site fees, salaries, etc.). It will also result in a substantial cash infusion if there is a milestone payment associated with enrollment completion, or if investors are waiting to infuse additional equity based on trial milestones like enrollment. Long-term, timeline reductions can result in additional months of market share and patent life, assuming regulatory approval and product launch.

A successfully deployed patient recruitment effort should shave 2-3 months from your enrollment timeline. Therefore, consider your monthly cash burn relative to what you spend on patient recruitment to calculate near-term ROI. Then consider 2-3 months of additional sales and patent life to understand the long-term ROI implications.

### **What is the best practice approach to evaluating patient recruitment services?**

Transparency is the key to evaluating and investing in patient recruitment. Be sure to hold your patient recruitment vendors to a high standard of performance, and ask them to write clear contracts that explicitly state what services are to be performed, randomization results to be expected, and how patient accrual will occur over time. If the vendor cannot provide this level of transparency, it lacks the sophistication and experience required to ensure your patient recruitment investment is a wise one. In addition, ask your vendor to provide a monthly budget table so that you understand your cash flow implications from start to finish.

### **What is a standard level of investment?**

Patient recruitment is not inexpensive, even for highly prevalent therapeutic indications where the patient type is widely available in the general population. Many factors will affect the price per randomized patient. Some of these factors are directly tied to your vendor's recruitment prowess, such as its ability to effectively generate interest in your study. Other factors are directly tied to your study design (protocol I/E) and your sites' dedication to the program.

The following page is a dynamic patient recruitment calculator that will help you understand investment levels and how different factors will influence price. Keep in mind that it is a guideline. If you would like for Acurian to help you understand the basis for the numbers and the specific points of attrition in the patient recruitment process, we are happy to do so.

Of course, we are happy to share our specific experience and insight with you at any time.



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