

PSORIASIS ENROLLMENT COMPLETED 14 WEEKS AHEAD OF SCHEDULE

IQVIA™ Biotech's patient recruitment process and predictive enrollment expertise can dramatically reduce enrollment timelines

SPONSOR

A leading global pharmaceutical company with a focus on dermatology selected IQVIA Biotech's dermatology team to conduct a large Phase III psoriasis study involving over 1,100 patients at 60 sites. IQVIA Biotech was selected because of its reputation as a provider of quality clinical trial management services and its proven patient recruitment process with a record of enrollment that could save the sponsor time and budget.

CHALLENGE

Failure of sites to enroll on time is a major reason for delays in clinical development programs. IQVIA Biotech was challenged to achieve the sponsor's goal of randomizing 1,152 patients in a nine-month period.

SOLUTION

IQVIA Biotech's patient recruitment process includes predictive enrollment, which offers valuable insights into managing, tracking and reviewing enrollment metrics. To ensure the enrollment goal was met, IQVIA Biotech designed a national, patient recruitment advertising campaign tailored to this study and the needs of each of the investigative sites. Through regular analysis of enrollment metrics, IQVIA Biotech was able to adjust recruitment advertising plans as needed.

Based on experience, IQVIA Biotech recommended concentrating advertising expenses into the first three months of the recruitment campaign as opposed to distributing expenses evenly throughout the nine-month enrollment period. The results, which exceeded customer expectations, are presented on the next page.

RESULTS

Enrollment was completed 14 weeks ahead of schedule. The study timeline was reduced by 44% and the budget was maintained.

Although the sponsor had planned for a 32-week enrollment period, IQVIA Biotech only required 18 weeks to achieve the enrollment goal of 1,152 patients. IQVIA Biotech's efficient management helped ensure the most effective use of the advertising campaign budget and resulted in a 44% reduction in the enrollment timeline. This shortened the enrollment period by 14 weeks.

What's more, the sponsor had anticipated that IQVIA Biotech would deliver 35% of enrollable patients to the sites with the sites enrolling the remaining 65%. In fact, the results were just the opposite. IQVIA Biotech actually contributed 62% of all patients while the sites contributed 38%.

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STUDY DESIGN

Phase III, multi-center, prospective, randomized, double-blind, four-arm, parallel study

STUDY DRUG

Once daily, topical formulation for nonscalp, psoriasis vulgaris lesions

STUDY POPULATION

Adult subjects with psoriasis vulgaris on nonscalp regions of the body

STUDY PARAMETERS

- **Subjects randomized:** 1,152
- **Sites:** 60
- **Disease severity:** mild to moderate
- **Treatment regimen:** once daily for up to eight weeks

STUDY OBJECTIVES

To compare the efficacy of once-daily topical treatment with three reference products

CONCLUSION

IQVIA Biotech's patient recruitment process and predictive enrollment expertise can dramatically reduce enrollment timelines.

Patients Enrolled Through Patient Recruitment (PR) Process, Actual vs Projected

