

# 1nHealth

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## Site-Based to DCT Case Study



# Situation

A prominent tech company tapped 1nHealth to rescue their recruitment. Traditional and digital ads had run for 8 weeks.

The study was broken into 4 cohorts, with the most difficult cohort requiring patients to have an *active* atrial fibrillation episode at the time of screening.



## Part 1 Site-Based

The client brought 1nHealth on for a trial run and deployed them across all study sites after seeing the first two weeks of results.



## Part 2 DCT

Due to COVID-19, a second iteration of this study ran the following year with 1nHealth as the recruitment provider from the onset.



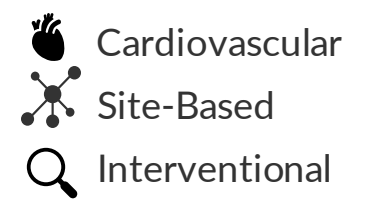
## Result Spoiler Alert

Both studies reached full recruitment of all cohorts, including meeting diversity standards

# Traditional Site-Based Format

Outcome: LPI timeline saved

# 1nHealth Rescues Site-Based Afib Study

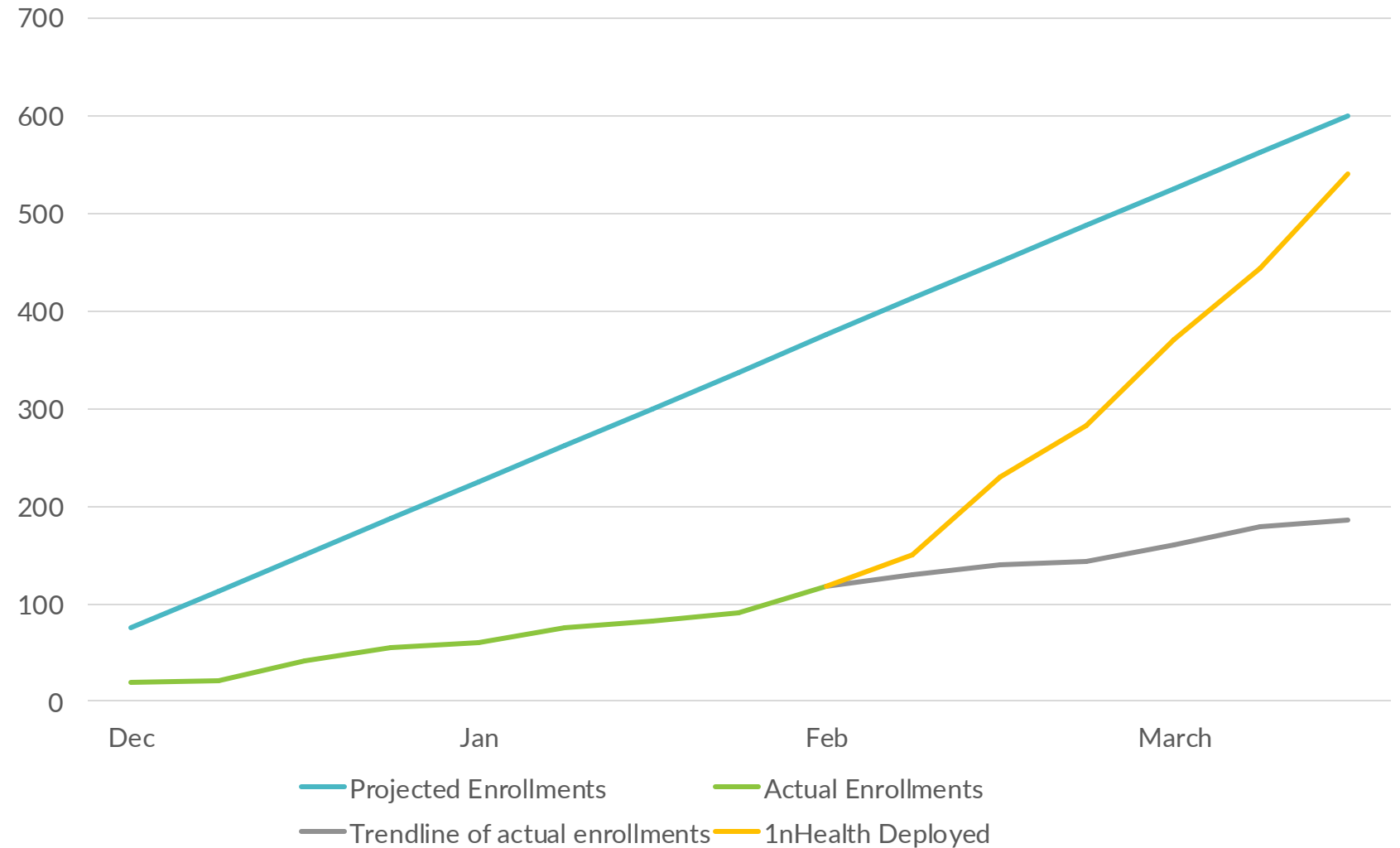


- Difficult TA: patients needed to be in *active* atrial fibrillation
- Traditional \*and\* digital ads running for 8 weeks
- Enrollment was off-pace by more than 60%
- 1nHealth contracted to deploy centralized ad campaign during the second week of February
- Timeline that, had original campaigns continued as they were, had no chance of on-time enrollment

*"1nHealth is now the standard in patient recruitment for us"*

- Sponsor Verbatim

### Enrollments: Projected and actual






# **DCT Format**

**Outcome: Diverse patient populations  
recruited, and difficult cohorts filled**

# Filling Every Cohort Faster

Unlocking the most Difficult Cohorts; Enrollment Closes On-Time



-  Cardiovascular
-  DCT
-  Interventional



A client used 1nHealth in a rescue scenario on a site-based study in 2020.



In 2021, the client engaged 1nHealth again and ran the same study as a DCT, this time with 1nHealth on board from the protocol development stage.



The sponsor used 1nHealth for its core strengths, where **we found patients in the most difficult cohorts**, and let the sites execute the easier cohorts.

By utilizing 1nHealth to gather non-Caucasian study participants in the more difficult cohorts, the client unlocked a successful timeline, avoiding the typical cause of delays for a trial like this.



# 1nHealth Delivers Above Expectation

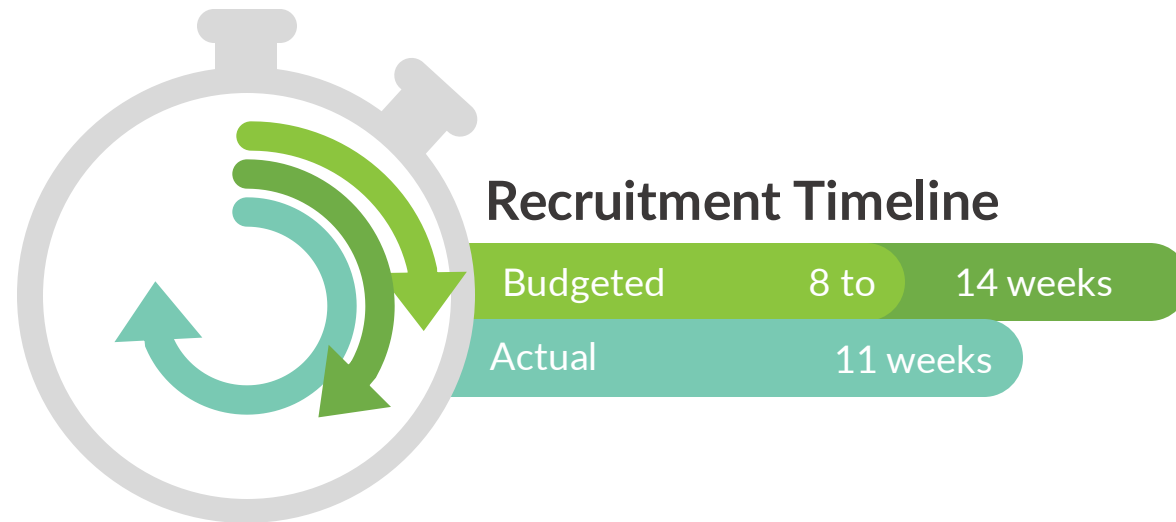


- Cardiovascular
- DCT
- Interventional

## Study Diversity and Inclusion Goals

- >10%**  
Enrolled in the age category of <55
- >20%**  
Aged 55 to 64, and ≥65
- ≥20%**  
Subjects in the permanent and non-permanent AF cohorts will be female
- ≥20%**  
Subjects in the permanent and non-permanent AF cohorts will be male
- ≥10%**  
Subjects in the permanent and non-permanent AF cohorts will be non-Caucasian

## 1nHealth Achieved?



## Potential Patient Funnel

|                 |           |
|-----------------|-----------|
| Reach           | 3,341,652 |
| Clicks          | 41,484    |
| Submissions     | 6090      |
| Qualified leads | 3377      |



# Compelling Messaging = Stronger Engagement

## Challenge: I/E

1. For Cohort 2, have no known medical history of AF and active diagnosis of at least one of the following arrhythmias within the past 2 years:
  - a. Frequent PACs
  - b. Frequent PVCs
  - c. SVT, which will include atrial tachycardia, atrioventricular nodal re-entrant tachycardia, atrioventricular re-entrant tachycardia
2. For Cohorts 3 and 4, have a known diagnosis of AF at the time of screening (confirmed by electronic medical record (EMR) or self-report) and have had a recent episode of AF, or confirmed AF on ECG, in the past 12 months
3. For Cohort 4, have a known diagnosis of permanent AF at the time of screening

## Solution: A Winning Process

- 1nHealth's process unearthed insights into AFib patients' interests, and how they differ by subset group, which powered enrollment results for the Sponsor.
  - Example: some populations are interested in how they could contribute to science and others in the promise of a free new device to wear
- We evaluated organic social engagement of the core communities and produced engaging, patient centric content that spoke the vernacular of the community, inviting them into the study (see examples, right)



Feeling an odd sensation in your chest such as:

- Fluttering
- Pounding or jumping
- Skipped beats or missed beats
- Increased awareness of your heartbeat

If so, and you have been diagnosed with SVT, PACs, PVS, NSVT, or AFib, you may qualify for a new wearable device study assessing whether software on the wearable device can identify and notify users of irregular rhythms suggestive of atrial fibrillation (AFib). Study participation can be completed 100% within your home.

Up to \$350 may be available for time and participation.

Must be 22 years of age or older and have no implanted cardiac devices to qualify.

Click now to learn more about this exciting opportunity



1NHEALTH.COM  
**Join The Study Today**  
Sign Up Now

SIGN UP

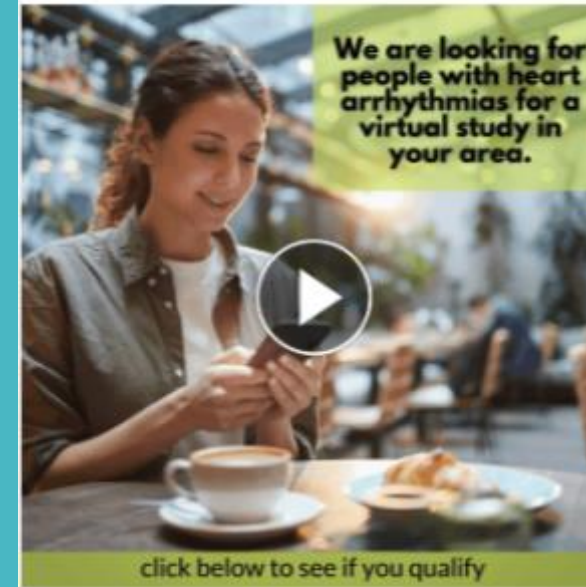


Heart health is an important area of clinical research – we are looking for people who have been diagnosed with heart rhythm abnormalities (like AFib, SVT, PACs, PVS, or NSVT) to take part.

Receive a wearable device to use during the study, such as a smartwatch, so researchers can learn more about AFib and other abnormal rhythms. This study can be completed 100% without leaving the house!

Up to \$350 may be available for time and participation.

Click below to see if you qualify.



1NHEALTH.COM  
**Compensation up to \$350**  
Sign Up Now

LEARN MORE

Like Comment Share



# Site Based vs. DCT

Learnings from the Field: The Same Core Study, Different Deployments

## Afib Site-Based

- Recruited for all cohorts and all ethnicities, no sub-strata or cohort minimums
- 1nHealth deployed in a rescue capacity, ultimately bringing the behind-pace digital recruitment back on schedule

**Outcome:** 1nHealth partnered with Study Management Team to salvage enrollment after initial underperforming start

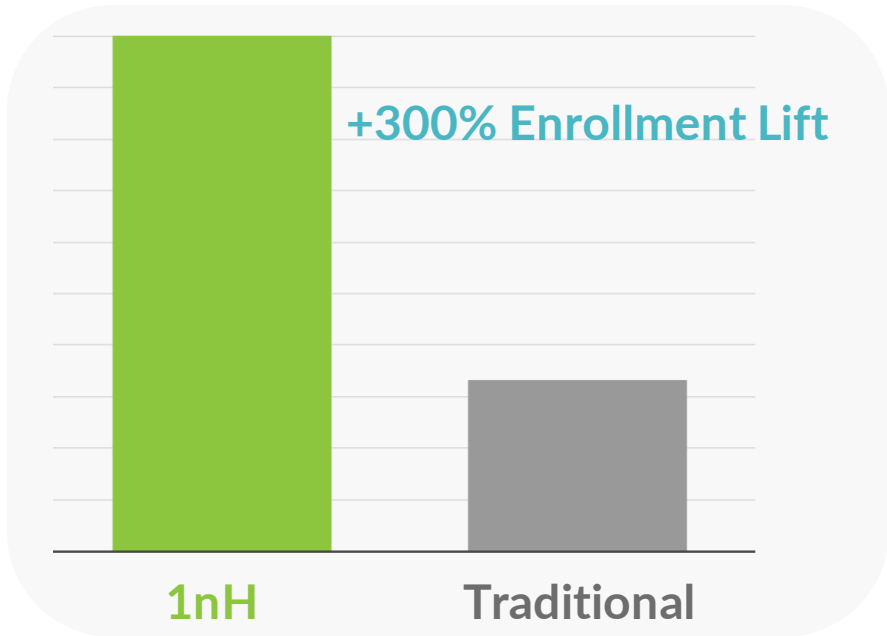
## Afib DCT

- 1nHealth engaged from the study's protocol phase, and full enrollment was reached on time and on budget
- Given DCT-tailwinds, 1nHealth was able to recruit for more difficult cohorts with rarer arrhythmias + non-Caucasian individuals

**Outcome:** 1nHealth partnered with full ClinOps team to enable high precision protocol selectivity for extremely nuanced sub-cohort enrollment

# The 1nHealth Advantage

## Targeting



- Proprietary tech allows for precision targeting
- **Outcome:** ads are delivered to a more relevant population, increasing engagement and efficiency

## Content



4x More Engagement Compared To Study Materials

- 1nHealth is an industry-leader in generating **engaging** ads
- **Outcome:** internet users stop scrolling to consider the message and platforms reward this engagement with more visibility



NOTE: These statistics are based on a collection of data from three studies 1nHealth took over in a rescue format, and was thus able to compare data from the studies' original targeting and content to 1nHealth's improvements

# Get in Touch

For an intro on our experience, capabilities and process, our team is available for a quick intro call. We'd love to hear about your specific study recruitment needs and talk about solutions to move forward and reach LPI on time with quality leads.

Reach out to Steve, our director of partnerships, at [Steve.Wimmer@1nhealth.com](mailto:Steve.Wimmer@1nhealth.com).