

Case Studies In
**Accelerated
Enrollment**



Case Study: Sleep Disturbances In Menopausal Women

Study Particulars

- 1nHealth was activated to recruit menopausal women affected by sleep disturbances.

1nHealth Approach

1nHealth doesn't just run ads. We qualify patients for maximum study fit by...

- Advertising across a wide variety of platforms, targeting both patients with the condition and family or friends who might recommend the study.
- Additional phone screening of referrals prior to site handoff, so sites only get highly qualified referrals.
- An easy-to-use referral management platform where site staff can view screening responses, text patients, and track metrics.

Outcomes

- Because of tight coordination with the study team and site staff, we were able to achieve an efficient 60.8% qualification rate and sourced 69 ICFs in just two months.

Lightning Fast Results



45

Days from proposal meeting to first patient consented



23

ICF visits scheduled in first two weeks



69

ICFs signed over the course of the eight-week campaign

Case Study: Type 2 Diabetes

Study Particulars

- 1nHealth was activated to recruit patients with Type 2 Diabetes for a site-based study in the U.S. and Europe.

1nHealth Approach

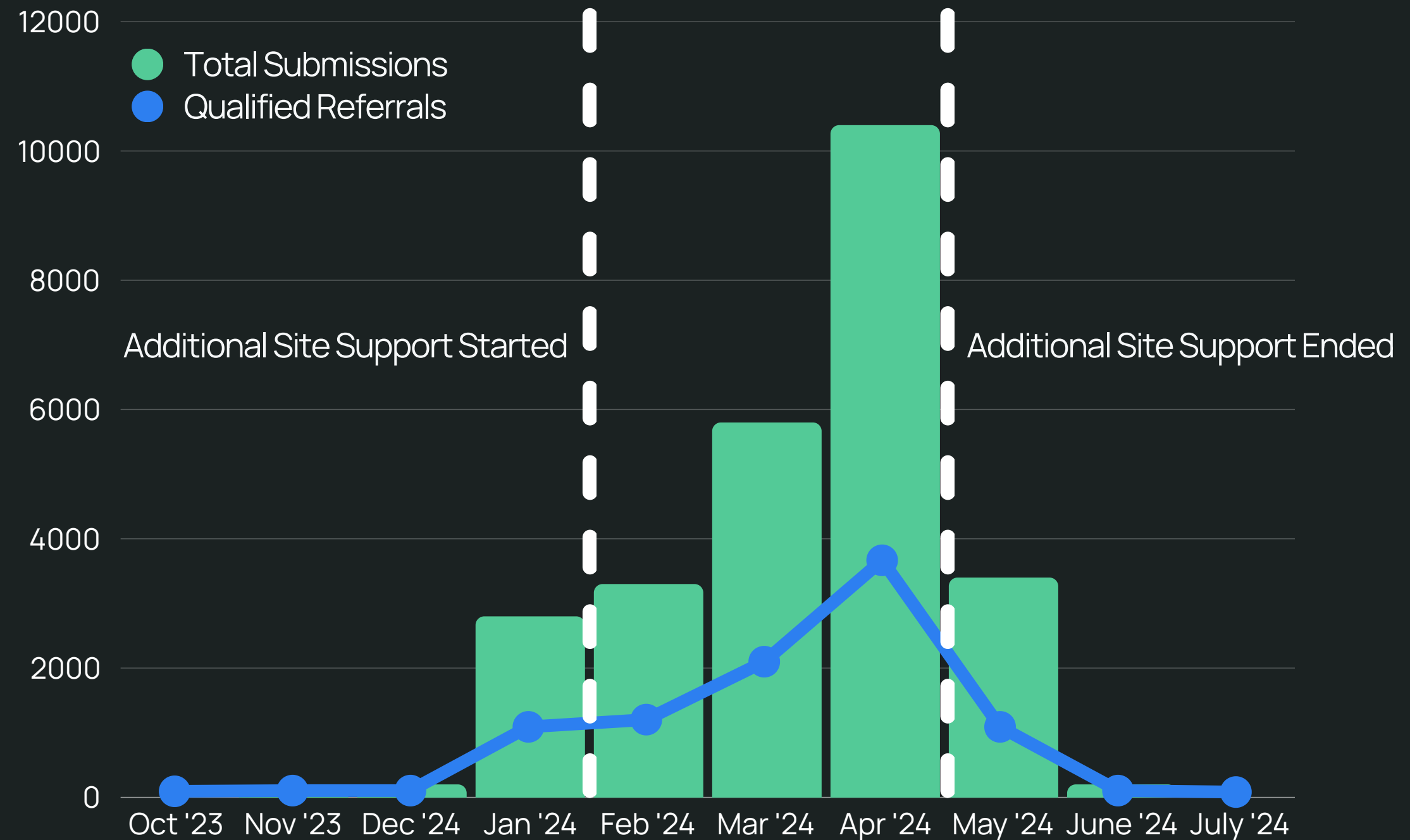
1nHealth doesn't just run ads. We qualify patients for maximum study fit by...

- Advertising across a wide variety of platforms, targeting both patients with the condition and family or friends who might recommend the study.
- Additional phone screening of referrals prior to site handoff, so sites only get highly qualified referrals.
- An easy-to-use referral management platform where site staff can view screening responses, text patients, and track metrics.

Outcomes

- With engaging ads and extra patient support mid-funnel, 1nHealth achieved a 33% qualification ratio for all submissions leading to 98 signed consents over an 8-month period.

Site Support That Accelerates Enrollment



Case Study: Shingles Vaccine

Study Particulars

- 1nHealth partnered with a sponsor for a new Phase 2 on US site-based Phase 2 shingles vaccine study running in 11 sites across the United States.
- Recruitment had fallen behind, so 1nHealth was engaged to supplement site recruitment efforts to close Phase 2 within the enrollment window.

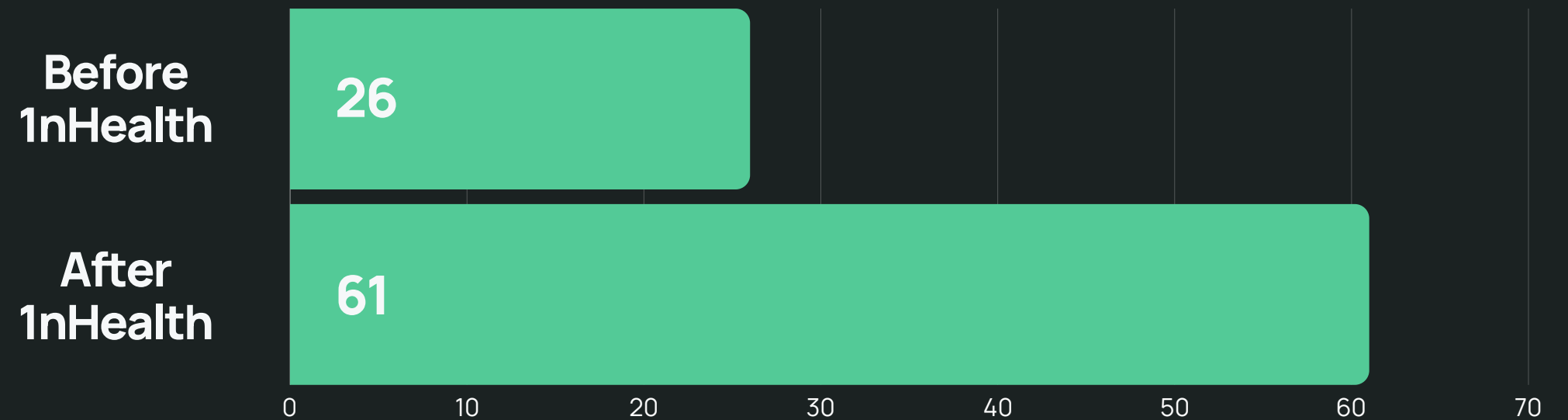
1nHealth Approach

- 1nHealth also fully revised all study communication and materials.
- An operationally hands-on team worked directly with each site's staff to ensure online-generated potential patients were qualified and scheduled seamlessly.

Outcomes

- 1nHealth's efforts saved an entire month of recruitment from sponsor's expected timeline, pre-engagement.
- Screen fail rates dropped from 42% to 33% by end of the campaign.

Average ICFs Per Week



Effective Screening Means High Qualification Rates



59.5%

Average qual rate for all referrals submitted to sites



4

Weeks saved from pre-1nHealth study timeline

Case Study: Consumer Product Treating Common Cold

Study Particulars

- 1nHealth was activated to recruit patients experiencing common cold symptoms to test the effects of a study consumer product on quality of life.
- Patients had to be experiencing symptoms within 24 hours of receiving the study consumer product.

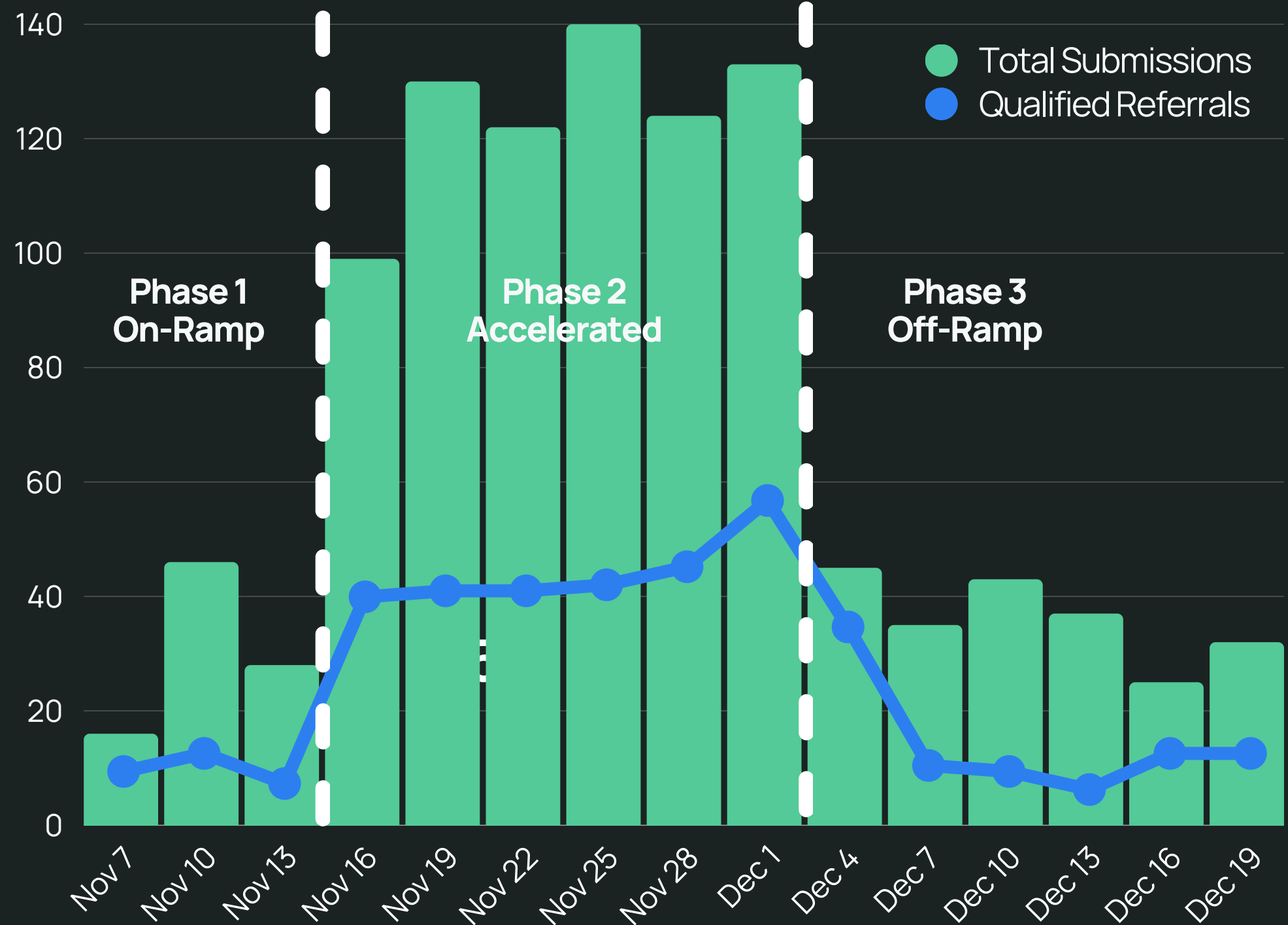
1nHealth Approach

- Recruitment spent more time than usual creating, testing, and optimizing campaign visuals and text to find the right combination that would engage patients.
- 1nHealth leveraged patient centric creative assets and performance targeting experience to achieve top-of-funnel success.

Outcomes

- 1nHealth was able to successfully enroll the full study ahead of projected timeline and recruitment efforts were completed in 43 days.

Flexible Speed At Every Stage



Case Study: Adjustment Disorder with Anxiety

Study Particulars

- A sponsor partnered with 1nHealth to provide a patient recruitment program for individuals with symptoms of adjustment disorder with anxiety symptoms in a US-based Phase 2a study that included four sites.
- Before 1nHealth stepped in, recruitment was behind pace by six months. The sponsor asked 1nHealth to revitalize a languishing enrollment.

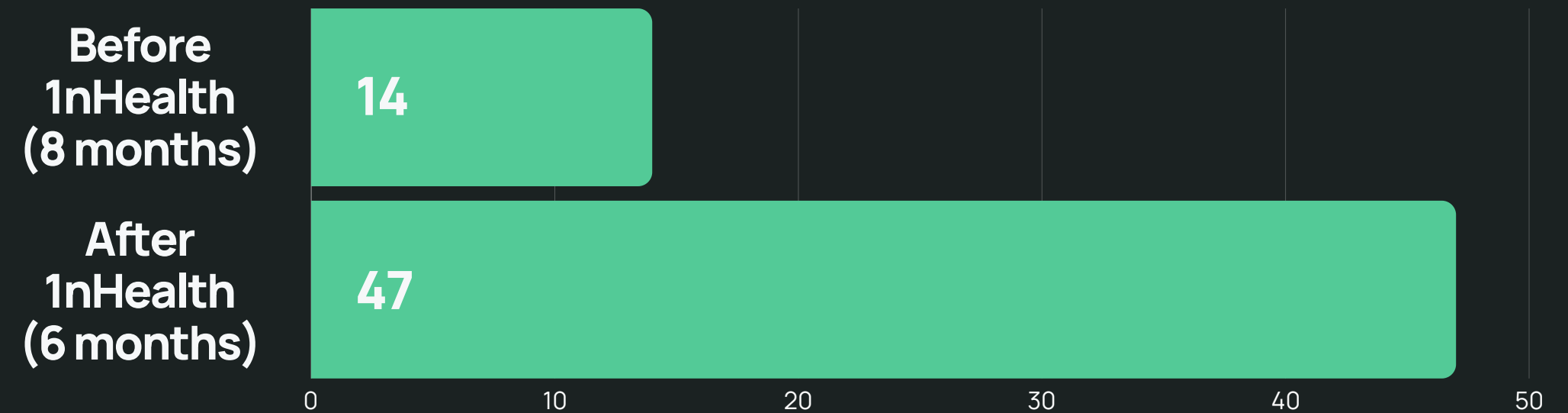
1nHealth Approach

- The content team leverage the protocol's specifics that the condition may be undiagnosed prior to screening—sensitizing patients to the study as an opportunity to learn more about what they've been feeling.

Outcomes

- 1nHealth accelerated recruitment from a previously struggling campaign, tripling eight months worth of previous enrollment in just six months.

ICF Totals



Monthly Enrollments



Case Study: Atherosclerotic Cardiovascular Disease

Study Particulars

- 1nHealth was asked to recruit 50 adults (40-75yo) with current diagnosis and elevated risk of cardiovascular disease in a US-based decentralized study.
- Patients report health data from their smartwatches to a mobile app and scale.

1nHealth Approach

- 1nHealth launched a targeted recruitment campaign for middle-aged to older adults on Facebook, Google, and Reddit.

Outcomes

- Timeline target was 2-4 weeks, but enrollment goals were met within 10 days.
- Qualification rate was an estimated 25% but 1nHealth's top-of-funnel recruitment was so strong we converted over 50% of submissions.

Targeted Recruitment Doesn't Sacrifice Speed





Fill your clinical trials **60% faster** than expected

For clinical trial sponsors who refuse to settle for study delays and inefficiencies, 1nHealth resets the standard. We deliver unparalleled results and fill studies faster than you ever thought possible.

