



Digital Engagement for Clinical Recruitment

Recruitment & Cost Overview

August 2019



Agenda

1 ONLINE ENGAGEMENT OPPORTUNITY

2 ONLINE ENGAGEMENT DECISION FLOW

3 PATIENT ENGAGEMENT OPTIONS

4 SERVICE COSTS



1. Online Engagement Opportunity



EPAM's ISWARM technology is used to effectively engage potential patients based on their relevant health-related clinical trial and treatment identifiers through search behavior and publicly accessible social engagement.



80% of All Users Search

80% of all internet users search or contribute to health-related topics online.



8 out of 10 find NO relevant info

Users are not finding current or relevant health-related information.



Target Potential Patients

Target potential patients by researching their search behavior online, creating relevant clinical trial and treatment persona identifiers.



Educate & Engage Potential Patients

Effectively engage potential patients:

- Deliver targeted ads.
- Provide relevant information.
- Trial education.
- Patient recruitment.

1. Online Engagement Opportunity



- **Millions of health-related** online and social media conversations analyzed daily.
- **Clinically qualified** patient personas enhanced by natural language processing.
- **Compliant access** to thousands of new patients and customers.
- **Accurate and cost-effective** patient conversion.



FAST FACTS

75%

Typical conversion rate of candidates that meet **mandatory screening** requirements

90 Days

Typical **time to reach ROI** from engagement and activation targets

5% to 15%

Typical **engagement boost** of online assets over 90 days (PDFs, Videos, Surveys, Forms)

1% to 3%

Typical candidate **activation boost** over 90 days (Treatment Acquisition, Pre-Enrollment, Trial Registration)

2. Online Engagement Decision Flow



	Hyper-Targeted	Hybrid	Wide-Net
Study stage	Beginning	Middle	End
Recommendation	Run hyper-targeted campaign over a long period of time for the most efficient and effective results.	Conduct both hyper-targeted and wide-net and throttle based on results when campaign length allows. Advertisements to be different between wide-net and targeted.	Run wide-net campaign to target a broad audience within a short amount of time.
Setup Cost Impact	Additional upfront costs and preparation time <i>if</i> new indication(s).	Additional upfront costs and preparation time <i>if</i> new indication(s).	Additional upfront costs and preparation time <i>if</i> new indication(s).
Expected Engagement Cost	Less expensive clicks as less crossover and competition of other health-related campaigns.	More expensive than dedicated hyper-targeted campaign due to increased crossover and competition of other health-related campaigns through the wide-net campaigns.	More expensive engagement (clicks) due to crossover and competition of other health-related campaigns.
Expected campaign cost and impact	Overall the least expensive approach if conducted early study, generating highest qualified patients.	Overall less expensive than a fully dedicated wide-net engagement approach. A balance of generating highly qualified patients as well as potential outliers through broader engagement at an additional cost.	Overall more expensive engagement. Targeting a broader audience over a shorter period-of-time will ensure patient volume.



2. Online Engagement Decision Flow



POTENTIAL ENGAGEMENT SCENARIOS



AWARENESS & EDUCATION

Wide-net approach would be best suited to reach a broader audience.



SENSITIVE ENGAGEMENT

Hyper-targeted engagement should be used if sensitivity is a factor in order to reduce the impact of targeting unintended audiences.



RECRUITMENT & RETENTION

Hyper-targeted would be best suited.

Indication Setup: Comfortable level of clinical teams/indication team coverage and knowledge at setup.



TOO MUCH OR NOT ENOUGH DETAIL

For extensive inclusion and exclusion criteria and requirements: Use Hyper-Targeted approach.



For limited inclusion and exclusion criteria and requirements: use Wide Net approach. If time allows, Hybrid approach may also apply.



3. Patient Engagement Options



Typical iSwarm online and social media engagement and recruitment potential, rates and costs. Ranges determined by type of study, treatment or rarity of potential candidates. Engagement approach variations support time-sensitive and clinical recruitment goals.



Hyper-Targeted

Audience Potential	Refined
Click Through Rate	1% - 3%
Cost Per Click	\$0.90 - \$2.50
Monthly Enrollment Potential	1 – 10*



Hybrid

Audience Potential	Moderate
Click Through Rate	0.9% - 1.75%
Cost Per Click	\$2.35 - \$3.75
Monthly Enrollment Potential	1 – 8*



Wide-Net

Audience Potential	Broad
Click Through Rate	0.5% - 0.8%
Cost Per Click	\$3.50 - \$5.00
Monthly Enrollment Potential	1 – 5*

*Enrollment targets can vary higher or lower depending on market, rarity of potential candidates and campaign variables.

4. Service Costs



iSwarm patient discovery, qualification, setup and cost breakdown for all new campaigns.

TRIAL SETUP	MARKET SETUP	CAMPAIGN SERVICE	AD BUDGET
One-time setup fee, per Protocol.	One-time setup fee, up to 5 Markets	Monthly service fee, up to 5 Markets.	In-channel advertising pass-through cost.
\$50,000	\$15,000	\$7,500*	TBD, recommendations below.
Includes: <ul style="list-style-type: none"> • Patient Persona Setup. • Social Channel Discovery and Advertising Setup. • Initial Market Setup. 	Includes: <ul style="list-style-type: none"> • Translation of Persona and Collateral. • Market Channel Setup. • Web and Ad Collateral Development for up to 5 Markets. 	Includes: <ul style="list-style-type: none"> • iSwarm Candidate Qualification. • Ad Management. • Service Reporting . • Ad Refinement. 	90-Day Campaign Recommendation: <ul style="list-style-type: none"> • \$3,000 up to 1 market. • \$6,000 up to 2 markets. • \$9,000 up to 3 markets. • \$12,000 up to 4 markets. • \$15,000 up to 5 markets.

*Monthly service fees waived on the first 90 days for all new campaigns.

4. Service Costs – New Client



Implementation example of a 90 Day iSwarm digital patient recruitment delivered up to 5 Markets.

ITEM	RATE	FACTOR	STANDARD PROPOSAL [90 Day Service]	PROPOSAL [90 Day Service]
Trial Setup: One Time Fee	\$50,000	Per New Campaign Indication	\$50,000	\$50,000
Market Setup: One Time Fee	\$15,000	Up to 5 Markets	\$15,000	\$15,000
Campaign Service: Monthly Fee	\$7,500	Up to 5 Markets	\$22,500	\$0*
Service Total			\$87,500	\$65,000
Ad Budget			\$15,000	\$15,000
Total			\$102,500	\$80,000

*Monthly service fees waived on the first 90 days for all new campaigns.



Thank you

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