

iReminder's *Global eTrials*SM

For U.S. and international clinical trials, iReminder has developed *Global e-Trials*SM (e-Trials), a robust technology solution for recruiting and retaining patients.

Global e-Trials messages are delivered in three modalities – phone, email and true SMS text – according to the patient's preference. It supports *any* language and alphabet, including non-Roman characters. We have translated messages into German, Russian and Hebrew, to name a few, and we can handle Asian languages. Messages are recorded by native speakers and all written communications (email and SMS) display in the patient's preferred language. No special equipment is needed to receive the messages.

Message wording is completely customizable and not all patients have to receive the same message.

Other capabilities include:

- **Dynamic Questioning**

Messages generated by *Global e-Trials* can utilize conditional logic, such that a patient's response to one question leads to follow-up questions, as appropriate. For example, one series of questions we have used for patient recruitment to their FOV is:

Have you gone to your appointment?
(IF NO) *Were you able to reschedule?*
(IF NO) *Are you still interested in participating?*

- **Intelligent Scheduling**

Global e-Trials handles complex, non-sequential protocols – even within the same trial (e.g., 4 days on/3 days off, 7 days on/7 days off, etc.), and it generates a modifiable reminder schedule (calendar) automatically. It uses intelligent scheduling so that patients receive the full complement of messages regardless of when they start the trial. There is no minimum sample size and it is scalable to tens of thousands of patients.

- **Feedback to Identify At-Risk Patients**

CFL generates a daily compliance score for patients based on their day-to-day behavior. Alerts are sent automatically to project coordinators when patients say they have not – or do not intend to take the medication / go to their clinic appointment, or if the patient could not be reached. Extensive tracking and real-time reports identify those who are at risk for leaving the trial.

iReminder, LLC is a healthcare technology company. Its products include: *Compliance for Life*TM dosing reminders, *Persistent Refills*SM branded refill reminders, *Global e-Trials*SM for clinical trials patient recruitment and retention, and *MedTrigger*SM virtual coaching. Reminders and messages are delivered by phone, email and SMS text in the U.S. and internationally in any language and alphabet. For more information, visit <http://iReminder.com> or call 877-326-3293.

Studies show that just a 20% decrease in patient adherence requires a 50% increase in sample size to maintain equivalent power, which is extremely expensive. *Global e-Trials* saves you money.

Mean adherence rates in clinical trials for appointment keeping range from 39% to 78%. *Global e-Trials* sends appointment reminders on multiple days and alerts study coordinators when a patient has to reschedule.

Mean adherence rates in clinical trials for short-term and long-term medication taking are estimated to be from 62% to 78% and from 63% to 59%, respectively. *Global e-Trials* sends dosing reminders that support complex protocols and non-sequential dosing schedules.

Global eTrialsSM Case Studies

Clinical Trials Patient Recruitment

Client	Clinical Trials Recruitment Firm
Location	U.S.
Timing	The reminder schedules, follow-up processes and procedures, and messages were loaded into the system within two weeks.
Methodology	<p>Each morning our client uploaded a database of patients to iReminder's server and e-Trials sent automated, yet personalized calls to each person. Depending on where a patient was in the recruitment cycle, specific messages were scheduled for each patient. Global e-Trials tracked patient responses regarding their intention to go to their First Office Visit (FOV) or their need to reschedule. Depending on patient responses, scheduled follow-up calls were maintained or modified.</p> <p>For each scheduled contact, if there was no response to all three phone attempts, email and SMS text messages were sent. As soon as a patient indicated that s/he had received the call/email/text message, no additional messages went out to that person until the client updated its database. This ensured that patients would get only the appropriate messages.</p>
Results	Attendance at FOV and efficiency in rescheduling patients when needed reduced the recruitment period by 10%

Clinical Trial Patient Retention

Client	Biotech
Locations	U.S., UK, Germany and Israel
Languages	German, Russian, Hebrew, English
Timing	The reminder schedules, follow-up processes and procedures, message translations and recordings were loaded into the system within four weeks.
Type of Trial	Phase 2
Enrollment Period	Staggered; e-Trials' intelligent scheduling module ensured that each subject received the full complement of messages regardless of when s/he started the trial.
No. of Patients	17; Patients enrolled when they entered the study.
Protocol	7 days on / 7 days off for half of the patients; 3 days on / 4 days off for half of the patients
Messages	Medication reminders with regimen instructions were sent on the days they were to take the medication, as well as for clinic appointment reminders.
Monitoring	e-Trials automatically alerted the study coordinators by email if the patient reported s/he had not taken the medication or if the patient said s/he would not be coming to the clinic appointment.
Results	All patients participated for the entire length of the trial.