



Who	How they Use the Internet
<ul style="list-style-type: none"> <li>30 – 35% of e-patients</li> </ul>	<ul style="list-style-type: none"> <li>Moderately heavy users of online health resources</li> <li>Use regularly to manage illness, keep up to date</li> <li>Look up pertinent info before/after MD visit</li> <li>Communicate with others with same condition</li> <li>Use e-mail to keep in touch with private networks of family members/friends</li> </ul>
<ul style="list-style-type: none"> <li>Have 1+ stable chronic illnesses; no current pressing medical challenge</li> </ul>	<ul style="list-style-type: none"> <li>Many Chronics also take the role of caregivers for other sufferers of the condition</li> <li>Often most active participants in online support communities</li> <li>Frequently serve as hosts/advisors/community elders to newly diagnosed</li> <li>Most likely to develop Web sites for their condition, post content, and respond to questions to help others</li> </ul>

Source: Ferguson, T, and the e-patient scholars working group. e-Patients: How they can help in local health care. White paper, 2007.

Chronics

**Case Study #1: Osteoarthritis of the Knee (The Acutes) - Australia**

Mildly motivated patients with many treatment options

Created Web screener

Launched radio ads and street teams with sampling information (cookies, cards) to drive patients to Web site and online screener

Channeled qualified patients to investigative sites

Card (accompanied by cookie) handed out by street teams

Web site

OSTEOARTHRITIS

**Case Study #1: Osteoarthritis of the Knee – Results**

Radio ads/online screener drove 40% of qualified enrolment 150 patients

Street teams to be implemented in August/September 2008 to promote online screener and capture remaining 60% by November

**Case Study #2: Metastatic Breast Cancer (The Acutes) – U.S./Canada**

Postmenopausal women, newly diagnosed with metastatic breast cancer

Highly motivated patients with few treatment options

Web as part of larger communication campaign

- Created Web site with pre-screener
- Launched direct e-mail campaign to drive patients to Web site
- Channeled qualified patients from online pre-screener to investigative sites

METASTATIC BREAST CANCER

Direct e-mail

Web site

METASTATIC BREAST CANCER

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### Case Study #2: Metastatic Breast Cancer – Results

Drove 1-3 referrals per site (significant numbers in this therapeutic area) for 40 sites

Low through-put/few randomised patients

- Sites reluctant to contact self-referred, "too sick" patients
- Staff wrongly assumed patients not willing to travel and so disqualified based on location

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### Case Study #2: Metastatic Breast Cancer – Lessons Learned

Extremely high level of patient interest/response via Internet

Unspoken: patient type not attractive to add to practice panel

- Secondary motivation wasn't there for patient to potentially qualify for another trial

Important to initiate early, frank conversation with each site about willingness to respond to patients even if they're not qualified

Consider training site staff about patient motivations/psychographics

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### Case Study #3: Asthma (The Chronics) – U.S.

Multiple protocols in asthma (different stages of disease, varied start times)

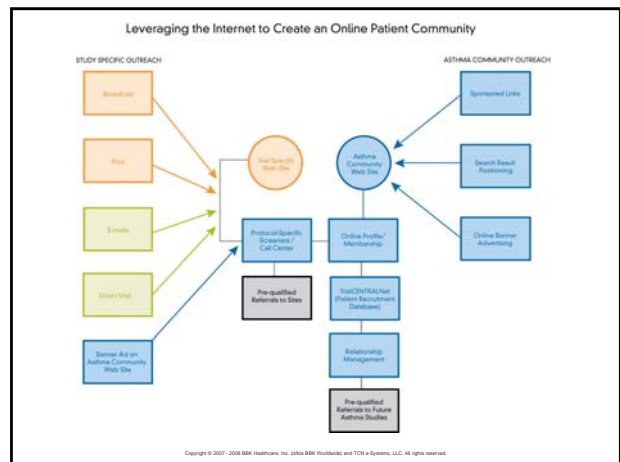
**Twofold goal:**

- Enrol active study
- Create online community for future studies

**BBK's role:**

- Placed online outreach and advertising (part of overall campaign including broadcast and direct e-mail)
- Handled patient prescreening (through call center and Web site)
- Managed referrals to both active study sites and community database
- Conducted relationship management to keep potential patients engaged/interested

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**The Asthma Community**

Working to help people with asthma.

Web site

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### Case Study #3: Asthma (The Chronics) – Results

Web banner ads/program generated:

- > 220 referrals to study
- 145 online community members

Relationship management continue via online efforts for 1,400+ online members

Project ongoing

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e-patients are a new breed of potential clinical trial participant with their own set of benefits and challenges.

Benefits	Challenges
<ul style="list-style-type: none"> <li>• e-patients possess attributes of an ideal study participant                             <ul style="list-style-type: none"> <li>○ Informed</li> <li>○ Empowered</li> <li>○ Proactive</li> <li>○ Involved</li> <li>○ Aware</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• They require a new collaborative approach to study participation</li> <li>• Traditional "doctor knows best" attitude won't cut it</li> <li>• Study staff must be ready, willing, and able to truly <i>partner</i> with this type of patient</li> </ul>

Source: Ferguson, T, and the e-patient scholars working group. e-Patients: How they can help in real health care. White paper, 2007.

e-patient Internet Use

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### Strategies for Attracting the e-Patient's Attention – Sites

- Integrate the needs of e-outreach into site selection
- Examine the mindset of investigators and study coordinators toward the Internet
- Assess site motivation to screen self-referred patients
- Consider including language in site contracts to require they accept such patients
- Understand the technological ability of your sites – look for innovators/early adopters

*e-patients are not for every site*

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### Strategies for Attracting the e-Patient's Attention – Patients

- Know your audience – who is the patient?
  - Analyse patient demographics and psychographics
  - Determine the best "sources" for study candidates
- Where do they "live" in terms of communication access
  - > Age, gender, attitude toward their condition, and stage of disease can all impact usage of Internet
- How to best reach them
  - Create an Internet strategy (advertising, search engine positioning, direct e-mail, etc.)
  - Engage experts to help you execute the campaign and track success

*Match your protocol to the ideal patient for that study*

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# THANK YOU

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