

National Foundation for Cancer Research, AIM-HI and GoMo Health

# A Collaboration Supporting Oncology Clinical Trial Recruitment and Adherence

## Oncology Clinical Trial Recruitment and Adherence

The National Foundation for Cancer Research (NFCR), AIM-HI, and GoMo Health are collaborating to help pharmaceutical and biotech firms with clinical trial recruitment and participant adherence facilitating clinical trial awareness, recruitment, qualification and retention.

### Pharma/Biotech

- + Reduce time and cost to acquire and retain qualified subjects and capture valuable data
- + Attract more investigator site participation
- + Supports international clinical trials, awareness and participation management

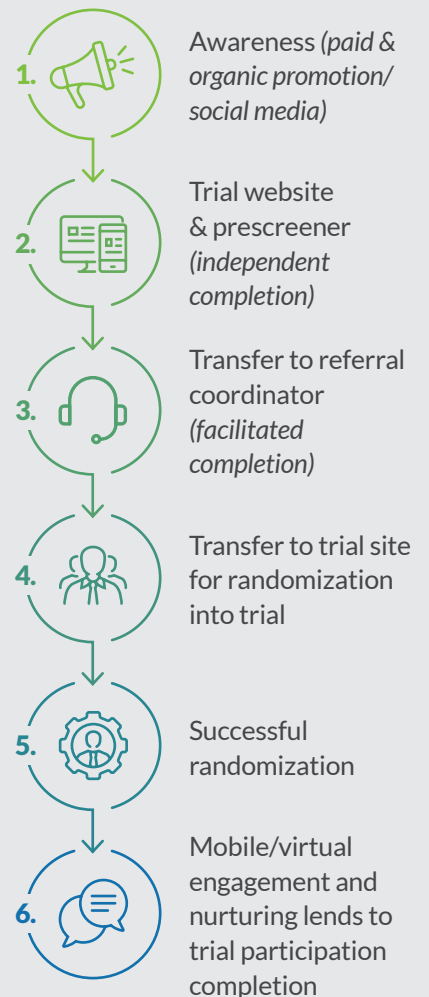
### Investigator Site

- + Pre-qualified potential participants connected directly to trial site reduce staff time and cost to identify and collect necessary data
- + Increase "shows" to mandatory appointments; both in person and tele-video
- + Virtual care coordinator manages patient phone calls, identifies potential adverse events, and provides information resulting in increased adherence to therapy and regimen

### Potential Participant

- + Easier access to find appropriate trials in GoMo Health aggregated format
- + Simplifies qualification process and provides matching service
- + Incorporates virtual care coordinator/coach via mobile messaging to encourage therapy adherence during trial

## Clinical Trial Participant Awareness and Engagement



## Streamlining the Participant Retention Process



### Virtual Trial Coordinator:

Upon randomization into the trial, the virtual referral coordinator, in support of the investigator site, offers personalized support, interactively guiding patients, their families and caregivers through completion of the trial.



### Reduced Time and Cost:

The referral coordinator offloads trial investigators and coordinators from perfunctory follow up communications, activities, and data collection.



### Consistent Communication:

Ensures higher activation and resiliency, early detection of potential complications, and retention of trial participants through completion of trial.



## Clinical Trial Awareness and Recruitment

- + Pre-trial participation marketing includes strategic, highly targeted social media paid advertising and organic content marketing
- + Trial website development, patient education videos and resource guides
- + Prescreening based on population inclusion/exclusion criteria
- + Direction of potentially qualified candidates to a referral coordinator to facilitate completion of pre-screener, and based on results, refer potential participant to nearest investigator site