CASE STUDY:
Infinity Pharmaceuticals

30-day Challenges Inspire Sites to Exceed Enrollment Goals for Phase II Oncology Study

CHALLENGE
Infinity Pharmaceuticals, an innovative company dedicated to discovering, developing and delivering best-in-class medicines to people with difficult-to-treat diseases, experienced lagging enrollment on an international Phase II oncology study with a hard-to-recruit patient population. As the end-of-year holidays approached, Infinity feared that enrollment would suffer even further, incurring costly delays.

SOLUTION
Infinity implemented the DrugDev platform as a novel strategy to positively impact patient recruitment through site engagement best practices. As part of the solution, the companies worked closely together to initiate a 30-day enrollment challenge across all sites in the program using DrugDev's Site Engagement solution including complementary features such as News, Leaderboard and Badging.

PROBLEMS SOLVED
• Patient Recruitment
• Site Engagement

SUMMARY
Infinity used DrugDev technology to keep their trial top of mind at sites and to inspire recruitment activities. This consistent engagement and motivation resulted in a significant increase in the number of patients enrolled, even during the holiday season.

“WeDrugDev has transformed the way we work with sites. The system has enabled us to increase collaboration and enrollment performance while streamlining timelines by replacing outdated manual processes with modern and intuitive site-friendly tools.”

- John Keilty, Vice President, Informatics at Infinity Pharmaceuticals

“DrugDev has transformed the way we work with sites. The system has enabled us to increase collaboration and enrollment performance while streamlining timelines by replacing outdated manual processes with modern and intuitive site-friendly tools.”

- John Keilty, Vice President, Informatics at Infinity Pharmaceuticals
At the beginning of the challenge, each site was assigned a quantifiable goal for screening and enrollment. The dedicated DrugDev Site Engagement team increased communication through the newsfeed, deployed daily Leaderboards to recognize sites progressing fastest to their goals, and awarded virtual Badges as sites achieved certain milestones (e.g., enrolling their first patient during the contest period). Badge notifications were shared to all sites via the global newsfeed, with the intent of incenting other sites to improve performance, earn Badges of their own, and climb the enrollment contest Leaderboard. These activities supplemented the document management, site training, and visit guides already implemented for the Infinity study.

**BENEFITS**

The results of the 30-day challenge were obvious, immediate and persistent. Infinity enjoyed a tremendous boost in enrollment in December despite their initial concerns that recruiting would suffer due to the holidays. During the following six months, average enrollment remained significantly elevated as compared to the months that followed the initial recruitment period. When enrollment began to dip again in August 2012 as the trial neared its close, Infinity and DrugDev decided to repeat the 30-day contest, which once again spiked to generate impressive results.

---

"Infinity is very pleased to have a technology that is user friendly and quickly adopted by sites, and which allows our study team members to develop and quickly implement engagement tactics."

- Dee Rodriguez, Vice President, Clinical Operations at Infinity Pharmaceuticals

---

To learn how DrugDev can help improve your next trial from study startup to closeout, request a personal demo at www.drudev.com.