



Operations Optimized

PROBLEMS SOLVED

- Patient Recruitment
- Site Engagement

SUMMARY

Infinity used TrialNetworks 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.

“ TrialNetworks has transformed the way we work with sites. The system enables us to increase collaboration and enrollment performance while streamlining timelines by replacing outdated manual processes with modern and intuitive site-friendly tools.”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 of
Informatics, Infinity
Pharmaceuticals

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 TrialNetworks 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 complementary apps such as TrialNetworks NewsTM, LeaderboardTM and BadgingTM.

The screenshot displays a web interface with a navigation menu (Directory, News, FAQ, Documents, VT, Checklist, Training, Visit Guide) and a news post titled "We're 40% Enrolled". The news post includes a gauge chart showing 40% enrollment towards a goal of 1200 randomized patients. Below the news post is a section titled "Meet one of the trial's top enrollment sites: Ozols and team".

Overlaid on the screenshot is an "Enrollment Leaderboard" table with the following data:

Current Rank	Site	Country	Total Randomized	Randomized This Month	Activation Date	Previous Chart Position
1	Site 22 (Dr. Dabrowski) Krakow Specialized Hospital	Poland	42	6	12/08/11	1
2	Site 18 (Dr. Laurent) Montreal Heart Institute	Canada	21	1	12/6/11	2
3	Site 14 (Dr. Forrester) Kentucky Cardiology Associates	United States	13	3	1/11/12	3
4	+1 Site 16 (Dr. Mircea) Bucharest Emergency Hospital	Romania	12	2	1/17/12	5



At the beginning of the challenge, each site was assigned a quantifiable goal for screening and enrollment. The dedicated TrialNetworks 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 TrialNetworks decided to repeat the 30-day contest, which once again spiked to generate impressive results.

APPS UTILIZED BY INFINITY PHARMACEUTICALS



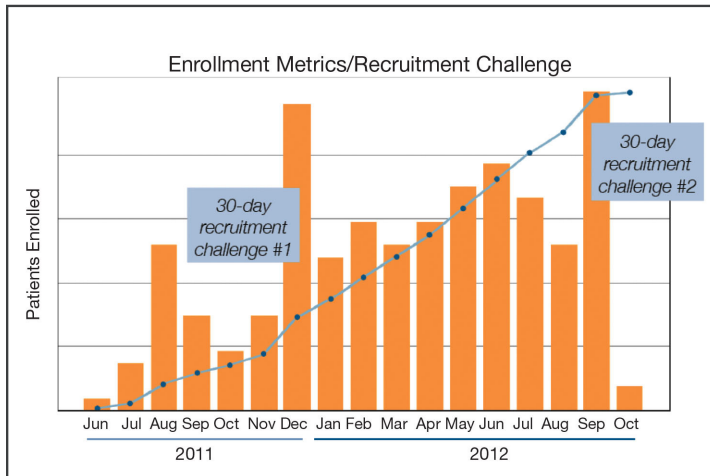
TrialNetworks News™
Consistent site communications



TrialNetworks Badging™
Inspiring incentives and recognition



TrialNetworks Leaderboard™
Motivational performance tracking



“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. In addition, we appreciate the flexibility and excellent support provided by the TrialNetworks team.” - John Keilty, Vice President of Informatics, Infinity Pharmaceuticals

About TrialNetworks

TrialNetworks, part of DrugDev, provides sponsors and CROs with the award-winning Clinical Trial Optimization System to transform clinical operations quality and efficiency. Customers such as Merck & Co., Biogen Idec and Infinity Pharmaceuticals use this modern and intuitive technology to improve key aspects of a trial from feasibility through closeout. TrialNetworks apps, including Checklist™, Training™, Document Library™, Visit Guide™, Action Items™ and Directory™, are available in a unified and secure cloud-based interface. Customers ranging from biotechs to Top-10 pharma companies have implemented the TrialNetworks platform for use in Phase I-IV trials by more than 25,000 site staff in 60 countries.

To learn more, request a demo at www.trialnetworks.com.

Begin a Conversation

To learn how the TrialNetworks platform can help improve your next trial from study startup to closeout, request a personal demo at www.trialnetworks.com.