

The Strategic Integration of Splash's Engagement Center + Scheduler App

In the ever-evolving landscape of clinical trials, the recruitment and retention of eligible participants stand as pivotal challenges, often determining the success or failure of crucial clinical studies. The Splash engagement center and its complementary scheduler app have emerged as transformative solutions meticulously designed to address these challenges head-on.

This product sheet delves into the outstanding benefits and remarkable performance enhancements that the Splash engagement center brings to clinical trial

operations. With evidence-based results showcasing substantial improvements in patient screening and randomization rates, the engagement center and scheduler app streamline the patient qualification process and elevate the operational efficacy of study sites.

Here, we present a compelling case for why integrating these innovative tools is not merely an option but a strategic imperative for clinical trials aiming for excellence and efficiency.

STREAMLINED PATIENT QUALIFICATION PROCESS

The Splash engagement center, designed to streamline the patient qualification process, demonstrates remarkable efficacy in ensuring that study sites receive only the most promising candidates for clinical trials, significantly easing the burden on sites. This efficiency is reflected in three key metrics:

EFFICIENT SCREENING PROCESS

The engagement center filters out an average of 69% of patients, including those unqualified due to eligibility criteria, those who cannot be reached, and those who express no interest in the study.

ENHANCED QUALITY OF REFERRALS

An average of 31% of patients are successfully transferred to study sites, indicating a refined selection process that prioritizes quality over quantity.

RELIEF OF SITE BURDEN

The engagement center's preemptive filtering of unqualified or disinterested referrals significantly lightens the workload at study sites. This efficiency frees up valuable time, enabling sites to focus on screening patients for the study rather than spending time on cold calls.

The numbers behind the Splash engagement center's filtering process represent a paradigm shift in how clinical trials can optimize their participant pool. By filtering out 69% of unqualified, unreachable, or uninterested patients, the engagement center ensures that nearly 7 out of 10 individuals are efficiently processed and excluded from the pool, saving time, valuable resources, and costs.

The impact of filtering out 69% of unqualified, unreachable, or uninterested patients through the Splash engagement center is pivotal in streamlining the clinical trial process, as it harbors a refined and targeted approach to patient recruitment and enhances the likelihood of successful trial outcomes. Reducing site burden by eliminating unfruitful contacts marks a leap in operational efficiency, allowing clinical staff to focus on high-potential candidates. These statistics are significant as they illustrate the improvement in trial efficiency and the consequent acceleration of medical progress. Focusing on eligible and interested patients dramatically increases the potential for successful trial outcomes.

ENHANCED SCREENING AND RANDOMIZATION RATES

The Splash engagement center has markedly enhanced the trajectory of patient progression through screening and randomization, the critical stages of clinical trials. By providing a dedicated and specialized contact point for potential participants, the engagement center ensures that only the most engaged and eligible individuals are presented to study sites. This focused approach is reflected in the statistical leaps observed across various studies:

Proven Results in Women's Contraception Study

The engagement center's role in a phase 3 women's contraception study is a testament to its efficacy. An uptick in screening rates from **13.8% to 19.7%** not only represents a numeric increase but also a substantial elevation in the quality of participant engagement. The randomization rate, which more than doubled from **5.5% to 12.4%**, indicates a more profound commitment from participants ready for trial involvement.

Significant Improvements in Adult Asthma Study

Similar positive shifts were seen in a phase 3b adult asthma study, where the engagement center's intervention led to an enhancement in screening rates, climbing from **8.8% to 12.9%**. The randomization rate also significantly increased from **4.3% to 8.6%**. These figures underscore a strengthened pre-trial process that ensures a higher probability of study completion.

Consistency Across Diverse Studies

While specific outcomes like screening and randomization rates vary depending on study characteristics like disease state, protocol specifics, and inclusion/exclusion criteria, the engagement center consistently improves metrics across various research protocols and disease states. In a phase 2 major depressive disorder study, for example, screening rates rose from **2.8% to 7.6%**, demonstrating the engagement center's broad efficacy in different research contexts.

The narrative that these statistics form is one of a dramatically improved recruitment process where the engagement center acts as an enhancer of trial candidate quality, ensuring that each participant's journey through the trial stages is smooth and unimpeded by common recruitment obstacles.

Landmark improvements in screening and randomization rates lie at the foundation of the Splash engagement center's success. For instance, in the women's contraception study, the rise in screening rates from 13.8% to 19.7% represents a strategic enhancement of the trial's initial stage, leading to more potential participants being evaluated for eligibility.

The doubling of randomization rates from 5.5% to 12.4% is equally critical, indicating a higher conversion of screened patients to enrolled participants, which is vital for a trial's progress. These statistics reflect the potential for accelerated medical advancements, including more efficient screening and enrollment processes, which can lead to faster trial completions and potentially accelerate the rate at which new treatments are brought to market.

SCHEDULER APP'S IMPACT ON PATIENT ENGAGEMENT & EFFICIENCY

The scheduler app is a strategic extension of Splash's engagement center capabilities, further refining the patient engagement process with its intuitive scheduling system. This tool not only simplifies the logistical aspects of patient communication but also fosters a higher commitment from potential participants, as evidenced by the following:

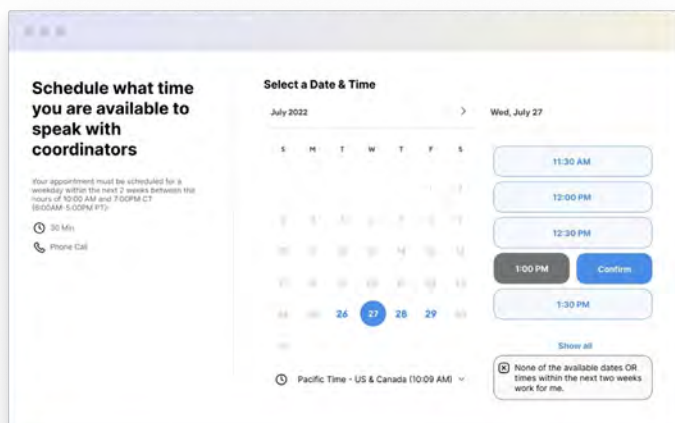
| Scheduler App's Impact on Patient Engagement & Efficiency | Using Scheduler App | | Cold Calling (Not Using Scheduler App) | |
|---|---------------------|-----|--|-----|
| | # | % | # | % |
| Total Pre-Qualified Patients | 648 | 35% | 1,223 | 65% |
| Patients Reached on 1st Call Attempt | 311 | 48% | 176 | 14% |
| Successful Contact, Qualification, & Transfer of Patients | 204 | 31% | 196 | 16% |

Encouraging Proactive Participation

The scheduler app has seen a significant uptake by empowering patients to schedule their follow-up calls, with 35% of patients opting to use this feature. We anticipate increasing this percentage as the app evolves, with new features and updates designed to enhance user experience and engagement.

Boosting First-Call Answer Rates

Our data reveals that patients are more than three times as likely to answer on the first call attempt when they have pre-scheduled it using the app. This boost in efficiency speaks to the convenience afforded by the scheduler app and the enhanced predictability it brings to patient communication.



The screenshot shows a mobile app interface for scheduling. On the left, there's a section titled "Schedule what time you are available to speak with coordinators" with a 30-minute duration and "Phone Call" option. The main area is "Select a Date & Time" for July 2022, showing a calendar with the 27th selected. To the right, there are time slots: 11:30 AM, 12:00 PM, 12:30 PM, 1:00 PM (selected), and 1:30 PM. A "Confirm" button is next to the 1:00 PM slot. At the bottom, there's a note: "None of the available dates OR times within the next two weeks work for me."

Doubling Efficiency in Patient Reach

The scheduler app nearly doubles the rate at which patients are reached, qualified, and transferred to study sites for screening.

The scheduler app complements and amplifies the engagement center's efforts, further improving site efficiency and increasing the chance of patient engagement. The convenience and control provided to patients translate into tangible benefits for clinical trials, making the app a tool and a catalyst for enhanced trial efficiency.

Overall, the above statistics and information are crucial for clinical trial stakeholders because they underscore the potential for a more human-centric approach to healthcare that respects patients' time and preferences, leading to higher engagement and, ultimately, more successful clinical trials.