

## CASE STUDY:

# CUSTOMIZED SOLUTIONS TO INCREASE DIVERSITY IN EARLY CANCER DETECTION RESEARCH

### THE CASE

A pharmaceutical company contracted Elligo Health Research® to help enroll and run a clinical trial for a new test kit designed to detect blood cancer earlier than traditional diagnostic methods. As early detection is essential for increasing survival rates in patients with blood cancer, a rapid yet thorough deployment of the clinical trial was crucial.

### THE CHALLENGE

The client's clinical trial presented unique challenges. First, as the blood test kit was being evaluated on its ability to detect cancer in blood samples, the study needed to enroll healthy patients as a control group. Second, the trial needed patients from different ethnicities, ages, genders, and locations to paint an accurate and clear picture of the test kit's efficacy. The trial was also using a hybrid combination of site-based and virtual reporting and testing, necessitating specialized solutions.

But perhaps the most significant challenge was that the trial design demanded ongoing, large-scale, and accelerated enrollment in two different phases. Elligo was tasked with enrolling 3,000 healthy patients in four months for Phase I and up to 5,000 more healthy patients in three months for Phase II.

### ELLIGO'S INNOVATIVE RESEARCH SOLUTIONS

Elligo used a one-of-a-kind patient identification and engagement model as well as a customized combination of solutions to meet the client's specific requirements and seamlessly complete the study.

To meet the trial's need for fast, ongoing enrollment, the Elligo team rapidly identified patients and their health data using the largest known patient access network. They then engaged with patients who met the inclusion/exclusion criteria through their trusted physicians at their preferred community healthcare practices, quickly capturing and holding interest in participation. Elligo also used a personalized approach that included flyer distribution, contacts through patient partnerships, and foot traffic identification to enroll even more patients.





By combining these unique patient identification and engagement methods with Elligo's vast site connections all over the country, the team was also able to meet the trial's diversity requirements and enroll patients from many different locations and backgrounds.

Regarding the trial's hybrid model, Elligo created tailored solutions to ensure a smooth process from first patient ID through study close. For example, the team established a main research location, governed by a central principal investigator, to help identify and communicate with the community practices that engaged directly with the patients during the trial. Elligo also worked closely with the client to organize and clean data in parallel with patient enrollment, ensuring optimal data management and further accelerating the study.

## RESULTS

Thanks to Elligo's research solutions, the trial enrolled 3,404 patients in just four months for Phase I, exceeding the initial goal of 3,000 patients and meeting the established timeline. The trial also enrolled 3,014 patients in just three months for Phase II before the client ended enrollment early because they had gathered an adequate sample. These results are quite impressive as, according to Perspectives in Clinical Research, 80% of clinical trials are delayed because of enrollment problems.

Elligo also exceeded expectations for diversity, especially with regard to race and ethnicity. PLoS Med reports that, historically, Black/African American and Hispanic/Latino research participation is about 10%. Elligo's distinctive patient identification and engagement model was able to enroll 43.83% Black/African American and Hispanic/Latino participants for this trial.

Though the trial is ongoing, Elligo's work exceeded the client's expectations, inspiring comments such as:

**"It has been such a great pleasure working with [Elligo], and I am looking forward to extending our collaboration."**

## ONLY ELLIGO ACCELERATES YOUR CLINICAL TRIALS THROUGH HEALTHCARE

Through access to a known, diverse patient population and customized trial solutions, Elligo successfully enabled the client's study and played a crucial role in advancing lifesaving early cancer detection research.

When you need direct access to patients, physicians, and research-supporting solutions to accelerate your research, there's only Elligo.

## ABOUT ELLIGO HEALTH RESEARCH®

Elligo Health Research accelerates clinical trials through healthcare with access to over 150 million known patients and their HIPAA-compliant healthcare data, our IntElligo® Research Stack technology, and our PatientSelect identification and engagement model. Coupled with the largest Known Patient Access Network, Elligo's Site Solutions enable healthcare practices and research sites to participate in clinical trials. By adaptive engagement of known patients and physicians, we accelerate the development of new pharmaceutical, biotechnology, and medical device and diagnostic products.