

Breaking Barriers

Designing a Green Wave
for Clinical Trials

A BioPharma guide

Key Takeaways

■ One-to-one support at every level

By collaborating with patients, physicians and trial sites, our dedicated teams can reduce barriers to entry and refer qualified and interested patients smoothly.

■ Go-to tech platform

TrialSearch AI displays the latest clinical data publications alongside clinical trial information in the platform search results, reducing physician search time by up to 90%⁴.

■ Compliant data at every stage

The myTomorrows platform is multi-stakeholder, with bespoke smooth workflows and reporting features that adheres to privacy and compliance.

■ Connectivity between stakeholders

Via our platform, we provide comprehensive pre-screening and proactive management of patient and physician relations. We reduce resource and coordination challenges for trial sites and impact higher enrollment rates.

“

myTomorrows is the only business offering a comprehensive omni-stakeholder solution to boosting clinical trial enrollment for BioPharma.

We are revolutionizing access to treatments for everyone by harnessing the balance of human-led solutions and the latest technologies.”

Michel Van Harten MD
CEO myTomorrows



What Is A Green Wave?

A Green Wave is the coordination of green lights, one after another, until there is an improved flow. In our industry, this is an increased flow of patient access to clinical trials.

This eBook details complexities of the clinical trial recruitment funnel, analyzing barriers that arise for many patients, physicians, and trial sites. It offers insights on how the myTomorrows Green Wave approach, working with unique stakeholders to address those complexities, puts patients at the heart, whilst boosting clinical trial participation.

Alongside implementing human-led solutions backed with the **latest developments in healthcare technology**, myTomorrows has the global and medical expertise and capabilities, **to radically redefine and streamline the process for patients and their physicians when searching for treatments.**

myTomorrows leverages in-house expertise at every touch point of the patient journey resulting in optimal enrollment.



Patients:

Personalized search for all available treatments, assisted by dedicated patient navigators.



Physicians:

First of its kind pre-screening AI search tool.



Trial Sites:

High quality leads coupled with efficient workflow automation.

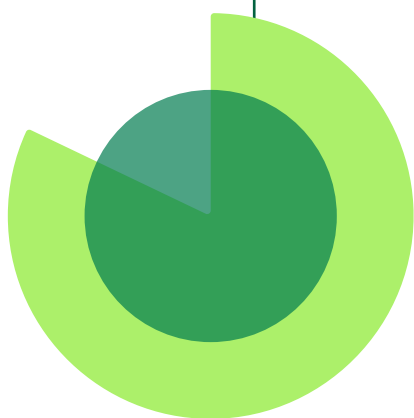


BioPharma:

Improved flow of patient recruitment and enrollment.



Why Use A Green Wave Approach For Patient Funnel?



• With **80%**¹ of clinical trials globally failing to meet enrollment goals on time,

the patient funnel flow remains stubbornly inefficient for stakeholders. However, with the AI tech revolution, there are multiple exciting opportunities to streamline processes to make drug development serve everyone better. However, to be successful, there needs to be **holistic oversight, a human-centered approach to managing the barriers at each stage.**

At myTomorrows we sit at the forefront of the latest technological developments. We've leveraged innovation to develop an **omni-stakeholder platform** which better serves patients, physicians and BioPharma, all whilst keeping our people and expertise at the heart of what we do.



Our founder Ronald Brus lost his father to lung cancer over 12 years ago. As a physician and biotech CEO at the time, he was shocked at how hard it was to access appropriate and timely treatments.

Ronald decided it was time the system changed. This is what makes our business personal.

We believe to help patients discover and access treatments as effectively as possible, the key is to employ a balance of patient-focused solutions with the latest development in technology.

By acting as a connected hub between patients, advocacy groups, physicians trial sites and BioPharma, we are striving to make clinical trials more accessible and inclusive.

By designing a Green Wave, myTomorrows is redefining and streamlining the process for clinical trial recruitment, enrollment and participation.

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Working with myTomorrows has been a true collaboration. Unlike my experience with other providers who have a ‘one size fits all’ solution, myTomorrows worked with me and my team to bring our innovative vision to life. This resulted in a bespoke service that truly met the customised needs of our patients and physicians.”

Executive Director for Global Patient Access,
Global Biotechnology Company

Source

1 The National Center for Biotechnology Information, National Library of Medicine, Recruitment and retention of participants in clinical studies: Critical issues and challenges, Mira Desai, May 2020; ‘80% of clinical trials globally fail to meet recruitment goals on time’.

Identifying key recruitment funnel drop-off points

The patient recruitment funnel is the process of identifying, screening, and enrolling eligible participants for a clinical trial. There are several key drop-off points and related barriers in this process, which are explained in more detail within the patient, physician and trial site sections of this eBook.

Barrier 1

Patient inflow

Potential participants first become aware of the clinical trial and consider enrolling. The first barrier is a lack of awareness of the trial, leading to an already reduced pool of patients. Next, some may decide not to continue at this stage due to a lack of understanding, interest or suitability.

Explore the Green Wave approach in the **patient** and **physician** chapters.

Barrier 2

Pre-screening

Potential participants undergo a high-level medical evaluation to determine if they meet key eligibility criteria. If eligible, they can choose to be referred to a trial site and consent to have their medical files shared.

Explore the Green Wave approach in the **physician** and **trial site** chapters.

Barrier 3

On-site screening and enrollment

Potential participants sign informed consent at the trial site. During the screening phase, trial sites may experience high drop-off rates as some patients do not meet the more specific eligibility criteria.

Explore the Green Wave approach in the **trial site** chapter.

Patient clinical trial recruitment funnel

Standard Recruitment Process

Patient inflow

Drugs in development may generate direct interest from patients and physicians, or on the contrary, be ignored despite the potential benefits of entering clinical trials.

Referral to site

Motivated and potentially eligible patients may not be directed to a site that is recruiting and active, leading to further waiting time and drop-off.

Pre-screening

Difficulty determining whether patients are potentially qualified.

On-site Screening

Further drop-offs due to resourcing challenges and additional eligibility criteria.

Enrollment

A small number of the initial inflow get enrolled.

myTomorrows Recruitment Optimization

Patient inflow

Increased inflow of patients and physicians bolstered by digital awareness campaigns supported by face-to-face community outreach.

Pre-screening and Triaging

A dedicated team of patient navigators, assigned to each patient, and medical doctors pre-screen patients and compliantly collect medical information. When an exclusion occurs, patient navigators can continue to support the patient when new clinical trials start recruitment.

Referral to site

Eligible patients are efficiently referred via our platform to an active and recruiting site, and supported throughout the process, closing the loop with trial site staff.

On-site Screening

Site staff receive highly qualified leads causing better on-site screen results and more efficient resource allocation. Patient navigators communicate trial adjustments with patients as they occur.

Enrollment

More qualified patients are enrolled reducing burden for participating sites and leading to optimized enrollment.

Breaking Barriers For Patients



The challenges

There are several factors that can prevent patients from participating in clinical trials. In some cases, physicians may struggle with figuring out what clinical trials and options are potentially available for their patients. This could mean that the patient has no awareness that a clinical trial may be an option for them.

For those who are aware, they may struggle to understand specific elements about a clinical trial such as the eligibility criteria or its purpose. Patients may have questions or concerns about the risks and potential benefits of participating. They may also have additional apprehensions about logistical or financial challenges.

To address these barriers head on, we believe in taking a supportive, one-to-one approach.



Over **11,800**²
patients on our
platform



Treatments
administered in **47**³
countries worldwide

Deep relationships with patient advocacy groups allow us to strengthen our reach and awareness with communities.

Sources

2 myTomorrows platform data as of 24 August 2023; 'Over 11,800 patients registered on our platform'.

3 myTomorrows platform data as of 24 August 2023; 'Treatments administered in 47 countries worldwide'.

A Green Wave approach



Dedicated one-to-one support

At myTomorrows we connect each interested patient with a dedicated patient navigator, who supports them throughout the process, ready to answer any questions and guide them every step of the way. They are there to provide education, support, and general guidance. Patients and family members can book a one-on-one call with a patient navigator, who will be their go-to point of contact throughout the process.



Easy to use online platform

Via our platform, patients can opt to have their physician involved on the platform. If invited, the physician can access a patient's medical profile and support with the qualification and eligibility checking. Through our collaboration with trial sites, we can refer qualified and interested patients smoothly and quickly. All whilst supporting patients and physicians with regular updates to help them complete enrollment steps.



Explaining potential benefits and risks

Our medical team speaks 12 languages, supported by additional qualified medical translators. They are trained to explain complex medical concepts, potential benefits and general risks of clinical trial participation, without offering medical advice, in a way that is easier to understand. By providing this level of communicative support we can help to reduce health inequity by providing easy access to information.

By providing patient centric dedicated pre-screening support at this level, we aim to achieve higher on-site screening success rates and therefore increased patient enrollment numbers.

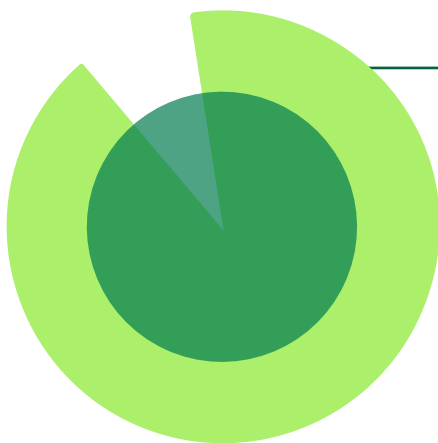
Breaking Barriers For Physicians



The challenges

For physicians who are not based at academic medical centers, it can be challenging to quickly find and access the latest trials. There may be a perception they need to contact trial sponsors directly to learn more, which can be a barrier. The physician may not have time to search for multiple clinical trials due to the volume of information which has to be assessed.

When considering a clinical trial for a patient, a treating physician may have to consider a range of factors such as ethical concerns, availability of standard treatment options, the patient's preferences, and regulatory requirements.



• TrialSearch AI reduces physician pre-screening time by **90%**⁴

Source

⁴ Research paper, 'Improving Patient Pre-screening for Clinical Trials: Assisting Physicians with Large Language Models'; Danny M. den Hamer, Perry Schoor, Tobias B. Polak, Daniel Kapitan, <https://arxiv.org/abs/2304.07396>; 'TrialSearch AI reduces physicians pre-screening time by 90%'.

A Green Wave approach



Quick access to latest trial information

The myTomorrows pre-screening clinical trial search tool TrialSearch AI, allows physicians to identify potentially eligible clinical trials for their patients, within minutes. It is powered by a comprehensive and accurate database of clinical trials. By cross-referencing a patient's medical summary with multiple clinical trial eligibility criteria sourced from public registries, the tool increases access and ease by presenting physicians with a list of potentially available clinical trials to review.



Technology which supports efficient eligibility checking

When assessing eligibility, physicians must interpret a patient's medical history against complex trial eligibility criteria. By leveraging technology, TrialSearch AI does the heavy lifting by matching basic patient details to trial criteria. It presents physicians with an unbiased, inclusive, and comprehensive breakdown of pre-approval options where patients could be eligible, so they can focus on informed and shared decision-making with their patient.



Access to the latest clinical data publications

TrialSearch AI displays trial information alongside the latest clinical data publications in the platform search results, giving physicians access to the latest clinical trial findings, supporting them to make evidence-based decisions about suitability when recommending patient treatments. This reduces the time physicians need to spend gathering relevant data from the internet to make an assessment.



Time saving tools

Recent research shows that use of a tool such as TrialSearch AI can reduce a physician's eligibility checking time by 90%⁴. Employing AI as a search tool thus reduces the physician's review time commitment from hours to a matter of minutes. Once a trial is selected, physicians can use the myTomorrows go-to platform to refer patients and work with our medical community team to ensure they and their patient are supported every step of the way.

Our medical community team proactively supports both physician and patient communities within specific disease areas. With over 2,500⁵ physicians on our platform, the team works with them to drive awareness about relevant treatment options for patients.

Source

5 myTomorrows platform data as of 24 August 2023; '2,500 physicians have set up a profile in the myTomorrows database'.

Breaking Barriers For Trial Sites



The challenges

Clinical trial recruitment can be a challenging process, with many barriers faced by site staff at clinical trial sites. These barriers can be logistical, including a lack of resources and ability to provide information and support to patients and their caregivers. This can eventually lead to high on-site screening failure rates and poor enrollment numbers.

Additionally, site staff may have difficulty coordinating and communicating with the appropriate treating physician and patients, and there is often a high churn rate among site staff who are also reluctant to work with external digital clinical trial recruitment companies.

To improve the clinical trial recruitment process, it is important that clinical trial sites become an integral part of the clinical trial recruitment funnel. Overall, clinical trial sites often lack resources and training for site staff to perform adequate recruitment activities which limits their ability to streamline coordination and communication with physicians and patients.

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“Our team are dedicated to streamlining the referral and screening process, working closely with Principal Investigators and site staff to ensure we both reduce drop off and deliver high-quality patient leads.”

Karlijn Doorn
Head of Operations myTomorrows



A Green Wave approach



Comprehensive pre-screening services

myTomorrows supports trial sites by conducting comprehensive patient pre-screening, resulting in optimized on-site screening and improved enrollment rates. Through a combination of one-to-one patient navigator support, detailed medical and condition-specific data analysis, and the myTomorrows go-to portal which connects patients, physicians, we strive to reduce work for trial sites whilst providing a reliable flow of patient referrals.



On-hand patient, caregiver and physician communication

We aim to act as an extended part of the trial site team, proactively updating and managing relationships with both patients and physicians. From referral to on-site screening to enrollment, there are a multitude of logistical considerations which need to be communicated. Our team have got this covered, managing expectations and working hard to ensure the process is as seamless as possible for each stakeholder.



Go-to platform for patient screening

The myTomorrows platform is multi-stakeholder meaning we are able to request information, collaborate with users and complete medical profiles, in one easy to use ISO certified tool. To ensure unbiased and efficient eligibility checking, screening and enrollment, at different stages of the process we share the appropriate levels of data and patient profiles with trials sites, working side by side with site staff to ensure they have everything they need to work smoothly and feel supported.

Through comprehensive pre-screening and proactive management of patient and physician relations, we can reduce resource and coordination challenges for trial sites and impact higher enrollment rates.

Human-led solutions combined with the latest in healthcare technology


The myTomorrows Green Wave approach combines human-led solutions with the latest developments in technology and innovation to boost patient access and participation in clinical trials. By building the business with a putting-patients-first philosophy, our approach aims to fully support patients and physicians in clinical trial decision making. As a result, patient access and participation in clinical trials can be boosted.

Difficulty targeting and finding suitable patient populations

With the support of disease awareness and community engagement, our dedicated patient navigators support patients one-on-one ensuring they receive efficient eligibility checking. We also help with clinical trial referral, screening and enrollment.

Site challenges supporting inbound patient & physician communication

We have built human-led solutions designed to fully support patients and physicians with decision making and the pre-screening qualification journey, taking the burden off trial sites staff.



Breaking BioPharma Barriers

Insufficient awareness about clinical trials

Through our community outreach we work alongside patient advocacy groups and charities to drive awareness and educate about clinical trials and our support mechanisms.

Lack of insights within recruitment funnel

Having built an omni-stakeholder platform we have efficient workflow automation and patient, physician and trial site data insights in one place, managed by a compliant contact at every point.



Ebook Author

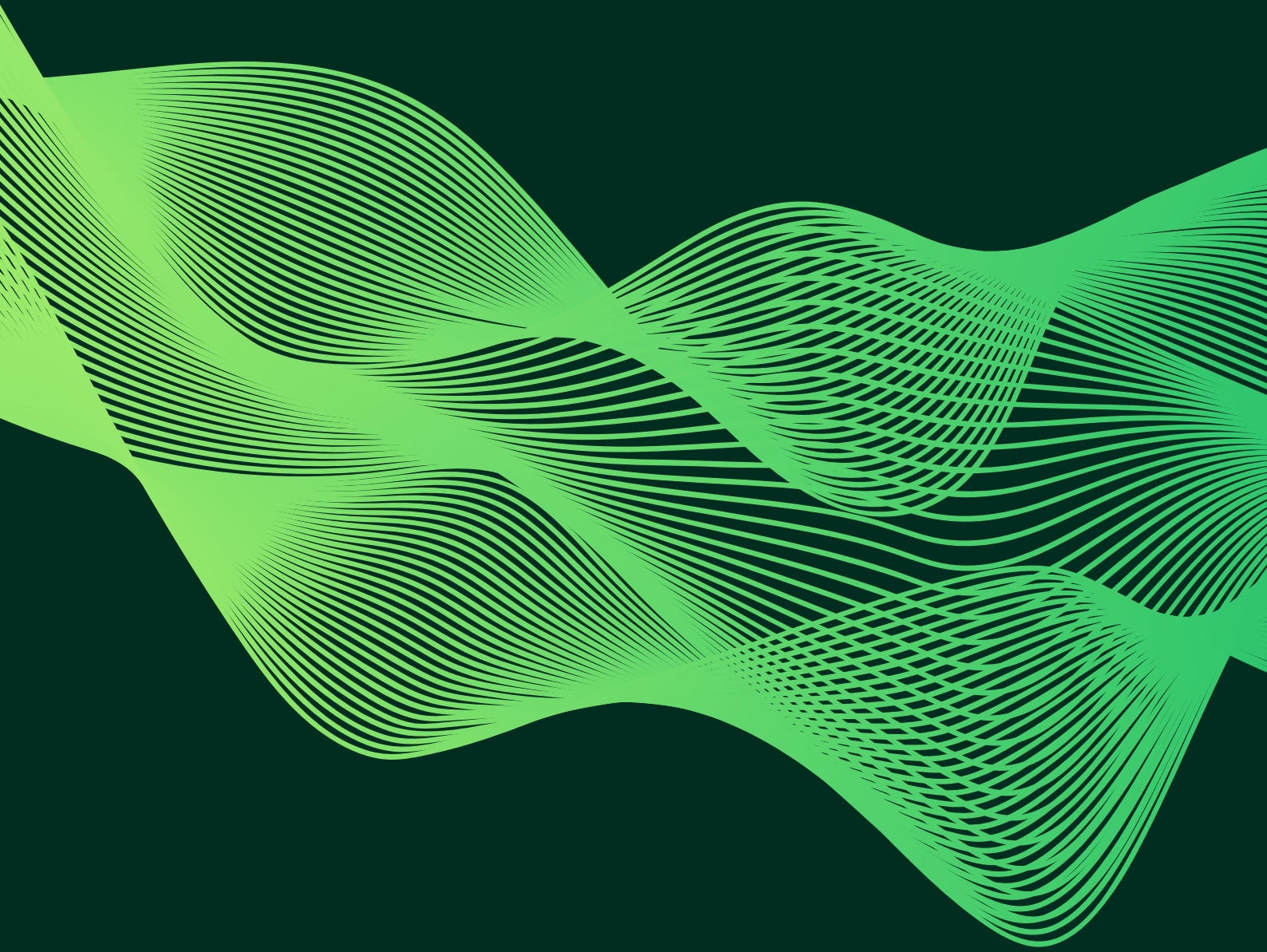
Dennis Akkaya, myTomorrows Chief Commercial Officer, has worked with the BioPharma industry for over 15 years and has been with myTomorrows for 8. After a decade in European biotech companies, Dennis took an opportunity to use his experience to help those affected by disease after experiencing it within his own family.

Let's talk



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