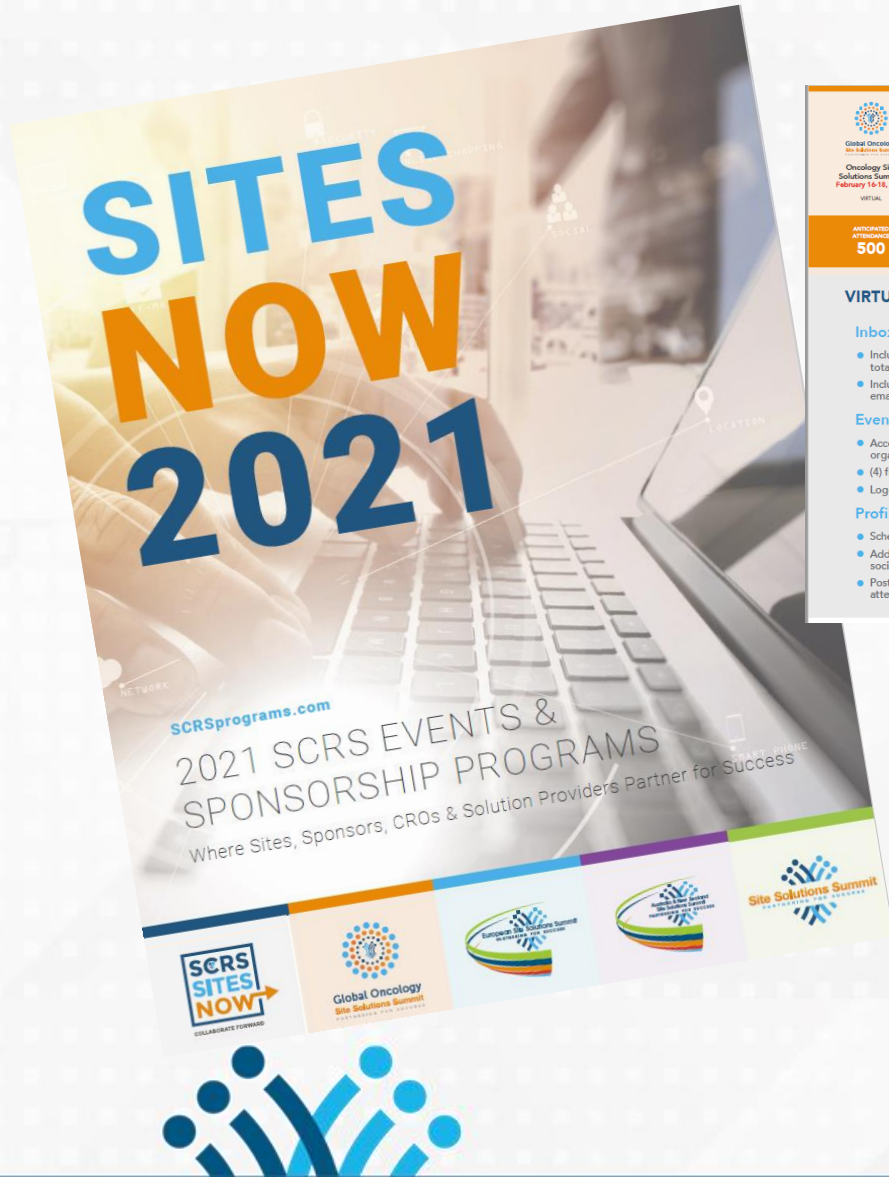


SCRS Sites NOW: The Evolution of Patient Engagement and Services





2021 Horizon



Global Oncology Site Solutions Summit February 16-18, 2021 VIRTUAL	European Site Solutions Summit April 2021 VIRTUAL	Asia / Australia / New Zealand Site Solutions Summit July 14-15, 2021 Melbourne, Australia HYBRID or VIRTUAL
ANTICIPATED ATTENDANCE 500	ANTICIPATED ATTENDANCE 400	ANTICIPATED ATTENDANCE 400

Join the SCRS community on this exclusive digital experience! Lead and engage a remarkable audience of sites, sponsors, CROs and solution providers.

VIRTUAL SUMMIT SPONSORSHIP

Inbox Visibility

- Included on all promotion emails as sponsor (up to 4 total)
- Included on Post-Conference Sponsor Thank You email (on email to all membership, includes logo)

Event Exclusivity

- Access to Virtual Summit attendee mailing list (name, organization, title, mailing address)
- (4) full conference registrations
- Logo included on event webpage

Profile Perfection


- Schedule 1:1 meetings with attendees
- Add relevant content including videos, documents and social posts to your company profile
- Post updates to the conference Social Feed inviting attendees to interact with your content



SITES NOW

#SCRS20

Sites NOW: September 2020 Recap



COLLABORATE FORWARD

SCRS Welcomed 80 clinical research executives to the first Sites NOW program.

Sites NOW Highlights Issues Impacting Site Operations in September Launch

"Our main goal here is collaboration towards information." With these impactful words, the first-ever SCRS Sites NOW session was launched. In a dynamic session that attracted more than 80 clinical executives, unreleased data and industry perspectives were shared freely in a virtual environment that emulated the face-to-face energy of past Site Solutions Summits.

Sites NOW is a virtual discussion and content project created in response to the COVID-19 pandemic and focused on the changing landscape clinical research sites and industry partners face in 2020.

Over the next 12 months, Sites NOW will provide a forum for content-sharing, open discussion, and networking among industry stakeholders, to include sites, sponsors, CROs, and solution providers. At each session, subject matter experts provide a 30-minute presentation focused on providing meaningful metrics and invaluable insight into one central theme impacting research today. Following the presentation, attendees participate in team breakout sessions to discuss industry standards, best practices, and pressing questions related to the presentation with the overall objective of providing information for site success.

While advancing site sustainability is the underlying mission of SCRS, Sites NOW delivers a platform to meet, share, and explore solutions that advance thoughts, best practices, and – most importantly – relationships.



WHO OWNS A STUDY?

The initial session tracked different industry perspectives on one central theme: why sites matter. Industry leader David Vulcano, vice president of clinical research at HCA Healthcare, kicked off the meeting by presenting new data from a recent SCRS Site Survey to convey the rich and varied perspectives on why sites matter in 2020. Mr. Vulcano provided a comprehensive overview of the evolution of the site and how its function has changed congruently with clinical trial format.




COLLABORATE FORWARD

Thank you to the SCRS Sites NOW Supporters & Featured Speaker:

Michael Jay
Director, Special Project, Society for Clinical Research Sites
Budgets & Contracts



Response	Count	Percentage
Yes, for all studies where we requested increased compensation	5,208	55.10%
Yes, for some studies where we requested increased compensation	38,205	40.10%
No	25,402	26.80%
Total	48,815	100%



FEB 16-18, 2021



Global Oncology
Site Solutions Summit
PARTNERING FOR SUCCESS



Sites NOW Pharmaceutical Supporters

abbvie

AstraZeneca 

Boehringer
Ingelheim

Bristol Myers Squibb™

gsk

janssen 
PHARMACEUTICAL COMPANIES
OF Johnson & Johnson

Lilly

Pfizer

Roche

SANOFI



Sites NOW CRO Supporters



Sites NOW Solution Provider Supporters



as of 16 Nov 2020

WHAT DO YOU WANT TO GET OUT OF TODAY?



Agenda:

- 11:30-12:15 Intro and main presentation
- 12:15-1:00 Coffee Break Meet-ups and Team Breakouts
- 1:00-1:30 Team reporting in main room

- Next Sites NOW (February 23 11:30, Oncology)



SCRS Sites NOW: The Evolution of Patient Engagement and Service

January 25, 2021



Irfan Khan
CEO
Circuit Clinical



Deena Bernstein
Senior Vice President of Network
Circuit Clinical



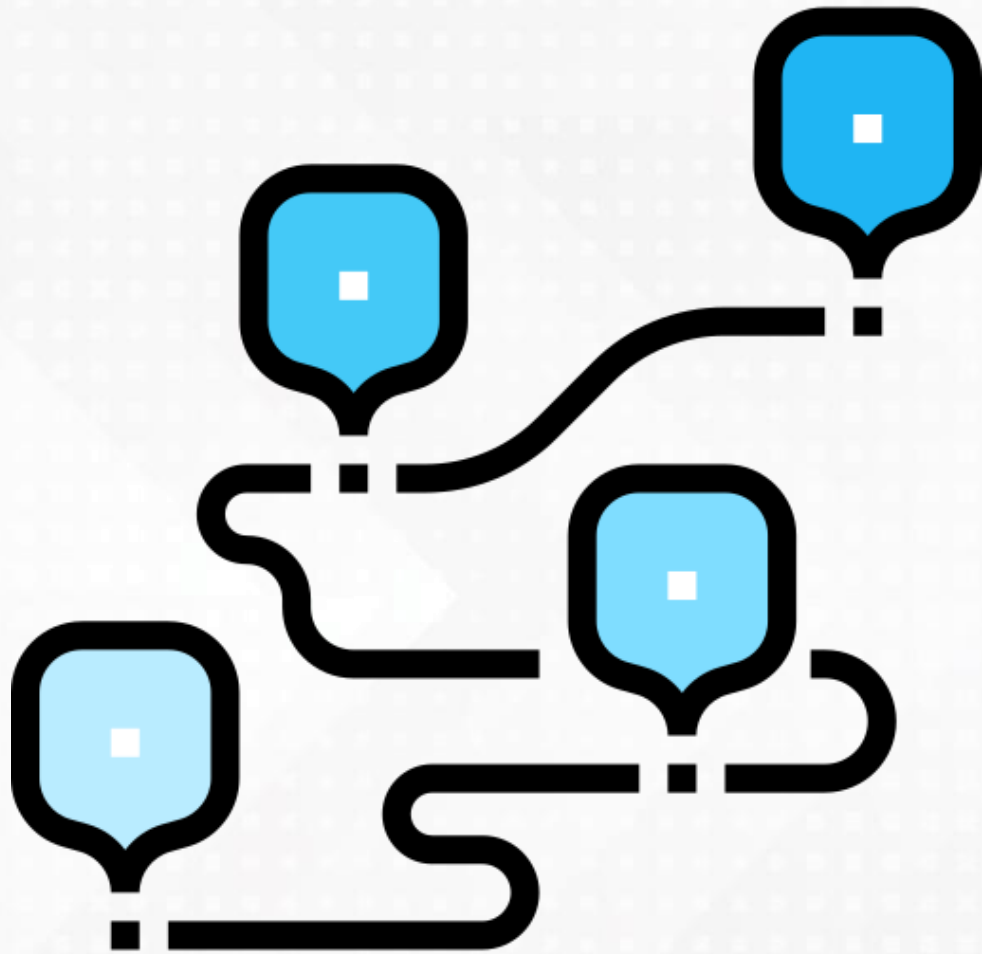
Faculty disclosure

In compliance with ANCC Guidelines, I hereby declare:

I do not have financial or other relationships with the manufacturer(s) of any commercial service(s) discussed in this educational activity.

Irfan Khan, MD, CEO Circuit Clinical
Deena Bernstein, MHS, Partnerships & Networks





The evolution of patient engagement



Average drop-out rate for late-stage trials

15.3%

2012



19.1%

2019



We're not there yet...

🗨️ 1 of 14 sponsors surveyed received feedback from patients who declined to participate in a clinical study

🗨️ 10 of 14 sponsors surveyed didn't ask for feedback about logistics during clinical studies

🗨️ 0 of 14 sponsors surveyed had a consistent, company-wide process for asking feedback from clinical study participants

🗨️ 3 of 14 sponsors surveyed received feedback after a clinical study ends

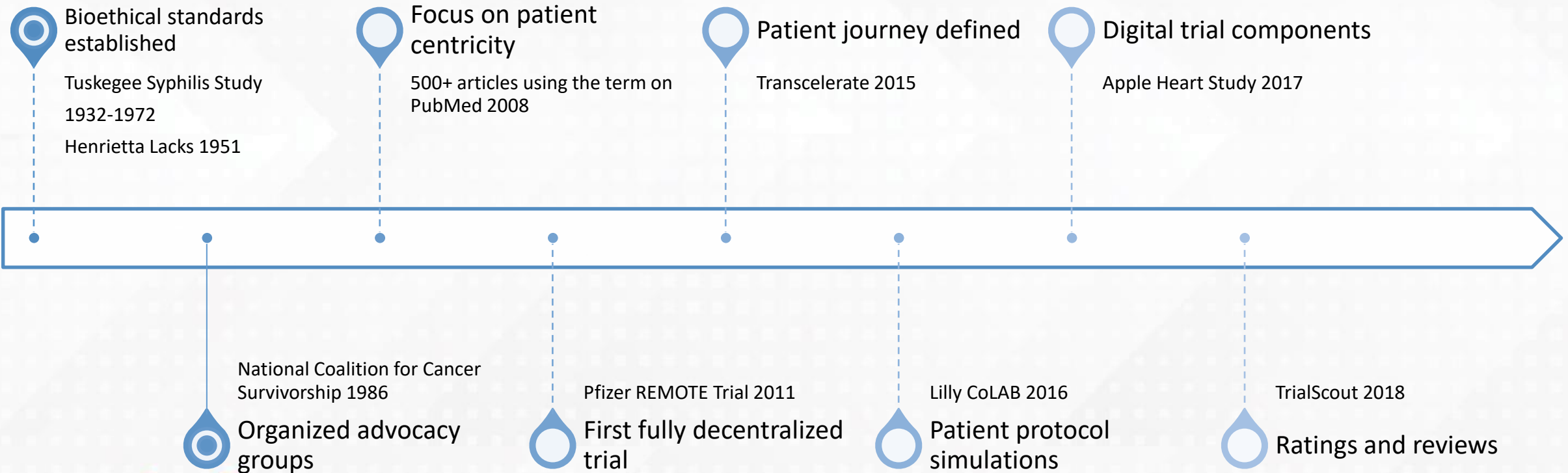




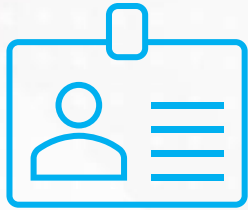
**Are you measuring the patient experience at
your site?**



A timeline of developments in patient engagement



The culture shift



Patient-centered roles

Ex: CPO – Chief Patient Officer



Inclusive protocol development

Patient protocol engagement toolkit



Realtime trial feedback

Study participant feedback questionnaire



Major breakthroughs through listening

- ✓ Giving the patient voice a seat at the table
- ✓ Designing protocols around patients
- ✓ Medication delivery services
- ✓ Virtual visits
- ✓ Retention through engagement



Benefits of engagement



Identify sources of patient burden

What do patients really care about?



Increase trust and engagement

Asking for feedback increases engagement

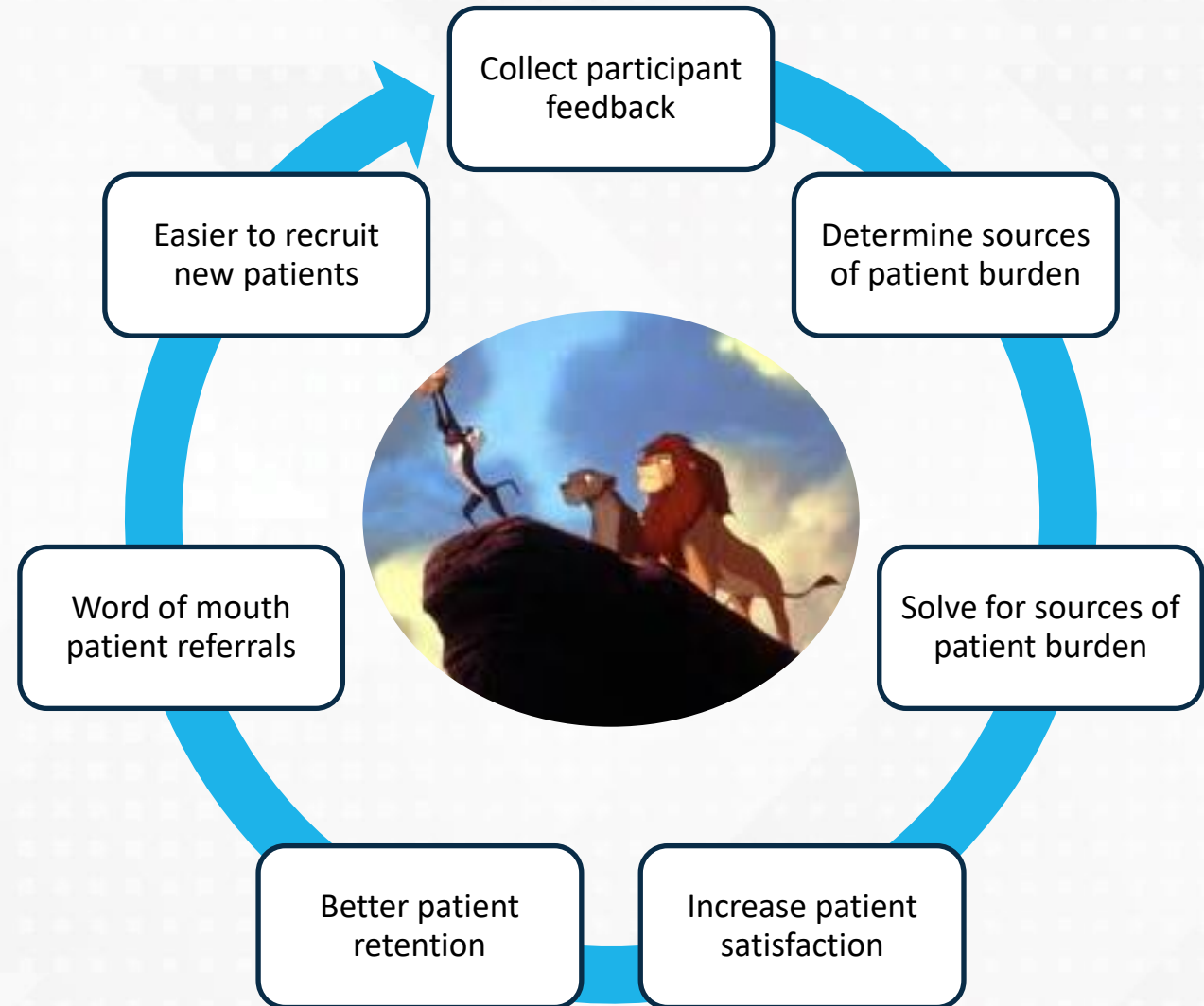


Reduce participant dropout

Solve for patient burden before we lose patients



The virtuous circle of patient engagement



Patient engagement environment

Patient Communities



Trial Matching Services



Ratings and Reviews



Reimbursement



Transportation






Advocates






Future state

For Patients:

-  A 'white glove' experience when participating in clinical trials
-  Better feedback loops with sites and sponsors
-  Increased sense of ownership and altruism with participation

For Sites, Investigators, and Sponsors:

-  Faster patient recruitment
-  Higher patient retention and adherence
-  Reduced costs to bring new medicines to market



Breakout questions

1. Do you have a standard operating procedure for collecting patient feedback?
 - a. If yes, how do you utilize the feedback in a meaningful way?
2. Can you measure patient engagement?
3. What tools have you found to be most helpful?
4. What engagement tools are missing, or would you like to see across trials?

