Remote Research Methodologies
Kai Langel, eClinicalHealth
Agenda

- Global Trends
- Patient Motivators and Barriers
- Case Study: Digital, 100% Remote Trial
Global Trends – And What Does it Mean?
Consider Your Audience

### Popularity of Business Contact Channels, by Age

Which channels are most popular with your age-profiled customers? (% of contact centers)

<table>
<thead>
<tr>
<th>Generation</th>
<th>Internet / Web Chat</th>
<th>Social Media</th>
<th>Electronic Messaging (e.g. email, SMS)</th>
<th>Smartphone Application</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Generation Y</strong></td>
<td>24% (1st choice)</td>
<td>24% (1st choice)</td>
<td>21% (3rd choice)</td>
<td>19% (4th choice)</td>
<td>12% (5th choice)</td>
</tr>
<tr>
<td>(born 1981-1999)</td>
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<tr>
<td><strong>Generation X</strong></td>
<td>21% (3rd choice)</td>
<td>12% (4th choice)</td>
<td>28% (2nd choice)</td>
<td>11% (5th choice)</td>
<td>29% (1st choice)</td>
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<tr>
<td>(born 1961-1980)</td>
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<tr>
<td><strong>Baby Boomers</strong></td>
<td>7% (3rd choice)</td>
<td>2% (5th choice)</td>
<td>24% (2nd choice)</td>
<td>3% (4th choice)</td>
<td>64% (1st choice)</td>
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<tr>
<td>(born 1945-1960)</td>
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<tr>
<td><strong>Silent Generation</strong></td>
<td>2% (3rd choice)</td>
<td>1% (4th choice)</td>
<td>6% (2nd choice)</td>
<td>1% (5th choice)</td>
<td>90% (1st choice)</td>
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<tr>
<td>(born before 1944)</td>
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Voice – Fast Adoption

**September 2014**
Baidu – 1 in 10 queries come through speech.

**May 2016**
Bing – 25% of searches performed on Windows 10 taskbar are voice searches per Microsoft reps.

**2020**
In five years time at least 50% of all searches are going to be either through images or speech.
Andrew Ng
Chief Scientist, Baidu (9/14)

**June 2015**
Siri – handles more than 1 billion requests per week through speech.

**2015**
Amazon Echo – fastest-selling speaker in 2015, @ for ~25% of USA speaker market, per 1010data.

**May 2016**
Android – 1 in 5 searches on mobile app in USA are voice searches & share is growing.
Data!

Data in Digital Universe vs. Data Storage Costs, 2010 – 2015
The Rise of Privacy Awareness

How Concerned are You About Data Privacy & How Companies Use Customer Data?

- Very Concerned: 50%
- Somewhat Concerned: 46%
- Not Concerned: 4%

45% are more worried about their online privacy than one year ago.

74% have limited their online activity in the last year due to privacy concerns.
Data as User Experience (UX)

1) LIST

2) VISUALIZE

3) DIRECT
Patient Motivators and Barriers
MOTIVATORS
- Treatment access
- Monetary
- Interest
- Altruism

BARRIERS
- Interventions
- Burden, time, location inconvenience
- Misconceptions

Recruitment & Retention is all about ensuring this equation holds true!
First Impressions

Diabetes Clinical Research Study

Welcome greetings
from Dr. Smith, Study Director

With regards to our progress with the study, I can share the following metrics with you:

- 5,742
- 4,211
- 241
- 42,351

Planned/actual patients to be recruited globally
Planned patients to be recruited in the United States
Study sites currently active in the study
Patient home diaries captured to date (more expected)
“Bring Your Own Device”
Support

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So what happens after Baseline?

You have completed your initial Baseline visit. That means you are well underway.

Keep a close eye out for further tasks to be performed. You will receive Email notification or Text messages that will provide a link allowing you to return here.

As a reminder, this is your personal webpage to help you through the clinical trial process.

Important tasks and messages are displayed below. Thank you for your support!

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Important

** SITE TO PATIENT MESSAGE **

**UB1 Site Investigator 2 - Hannah James**

**Patient Message**

Dear Hannah, I just wanted to remind you about your appointment next week. Please watch the instructional video in Clinpal before the visit. We look forward to seeing you soon.
Measure Satisfaction

What did you think about your initial enrollment into this study?
You just earned 20 engagement reward points, good job! These points will get you closer towards the next reward level. You can gain more points by completing tasks that appear on your dashboard. You can track your progress in the “Rewards” tab.

You are on Level 2. 20 Points

So what is next?

Now that you have successfully provided your consent we are onto the next phase. Keep a close eye out for further tasks to be performed. You will receive email notification or text messages that will provided a link allowing you to return here.

As a reminder, this is your personal webpage to help you through the clinical trial process. Important tasks and messages are displayed below. Thank you for your support!
Case Study: Digital Engagement
Registering Device

Please follow the instructions below to receive your security token:

1. Settings
2. Security Token
3. Your security token is (numero)
4. Confirmation

Please enter your security code here: 324234
Personal Compliance Dashboard for Patients
Complete profile
FINAL RESULTS VS. COMPARATOR STUDY

- 90.8% patient satisfaction score
- 18% increase in compliance
- 22% faster profile completion
- 56% increased recruitment rate
- 300% increased site efficiency in managing patients

“This study was the most convenient diabetes clinical trial I have ever participated in.” – Satu Vehkavaara, MD, Principal Investigator
Patient Feedback

✔ 100% exit survey response rate

✔ Total of 121 comments from 47 participants

Easy to use - helped with taking part in the study

Fantastic, when will it be in general use?

That’s how monitoring a chronic disease should look like!

Nice to see online where we’re going

Easy as haymaking!
Thank You!

www.clinpal.com

Kai Langel
Co-Founder & Director, Technology and Patient Solutions
eClinicalHealth Ltd.

Twitter: @eclinicalhealth