
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?

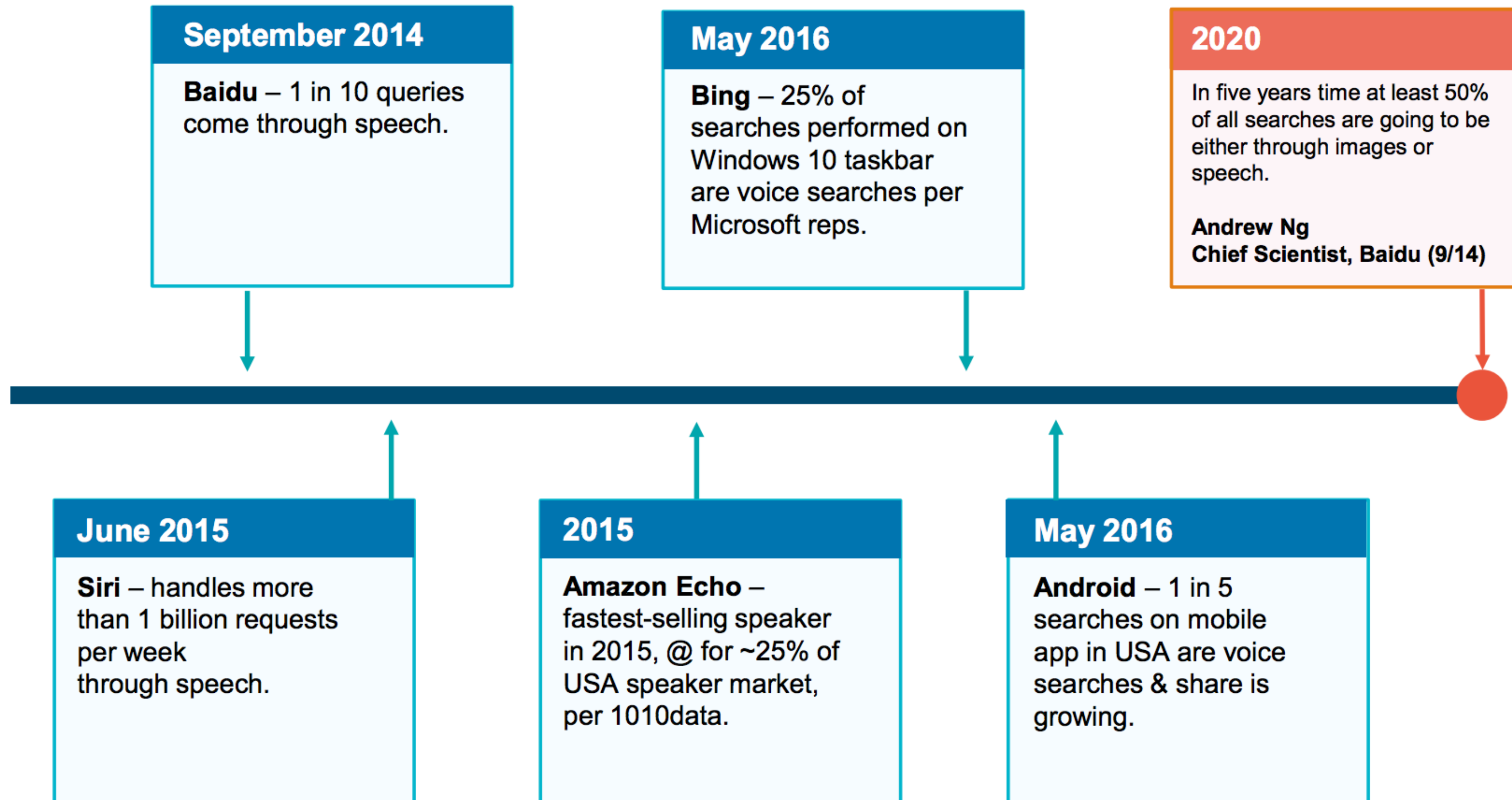
Consider Your Audience

Popularity of Business Contact Channels, by Age

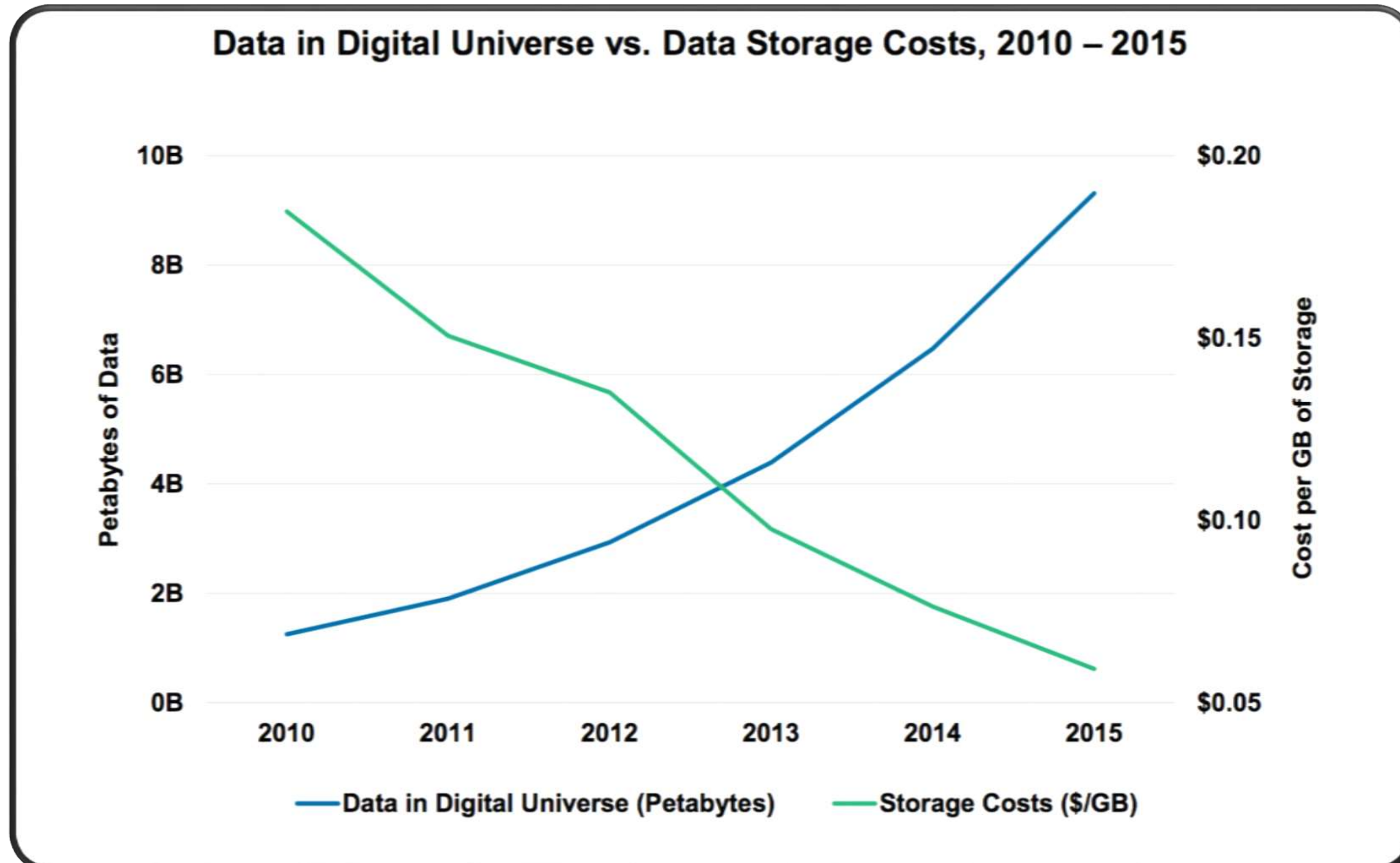
Which channels are most popular with your age-profiled customers?
(% of contact centers)

	% of Centers Reporting Most Popular Contact Channels by Generation				
	Internet / Web Chat	Social Media	Electronic Messaging (e.g. email, SMS)	Smartphone Application	Telephone
Generation Y (born 1981-1999)	24% (1 st choice)	24% (1 st choice)	21% (3 rd choice)	19% (4 th choice)	12% (5 th choice)
Generation X (born 1961-1980)	21% (3 rd choice)	12% (4 th choice)	28% (2 nd choice)	11% (5 th choice)	29% (1 st choice)
Baby Boomers (born 1945-1960)	7% (3 rd choice)	2% (5 th choice)	24% (2 nd choice)	3% (4 th choice)	64% (1 st choice)
Silent Generation (born before 1944)	2% (3 rd choice)	1% (4 th choice)	6% (2 nd choice)	1% (5 th choice)	90% (1 st choice)

Voice – Fast Adoption

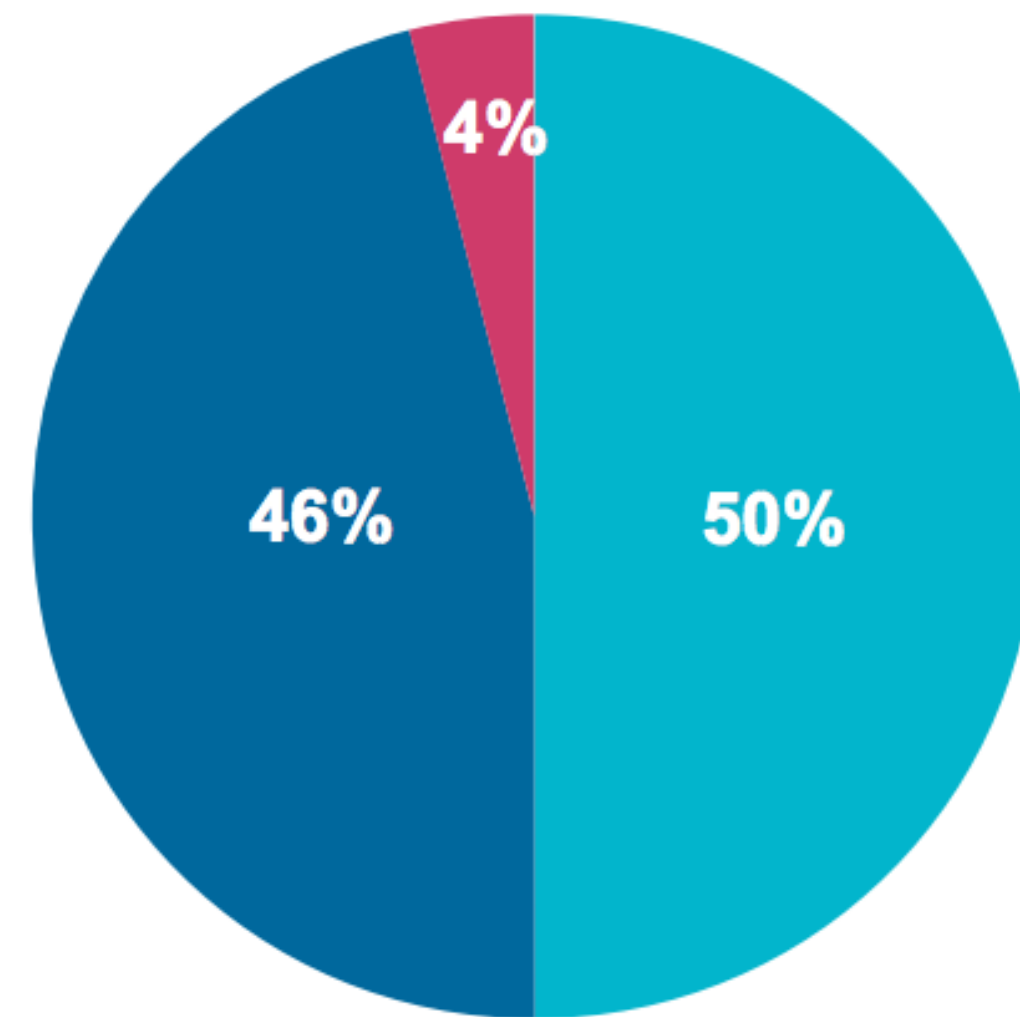


Data!



The Rise of Privacy Awareness

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



- Very Concerned
- Somewhat Concerned
- Not Concerned

45%

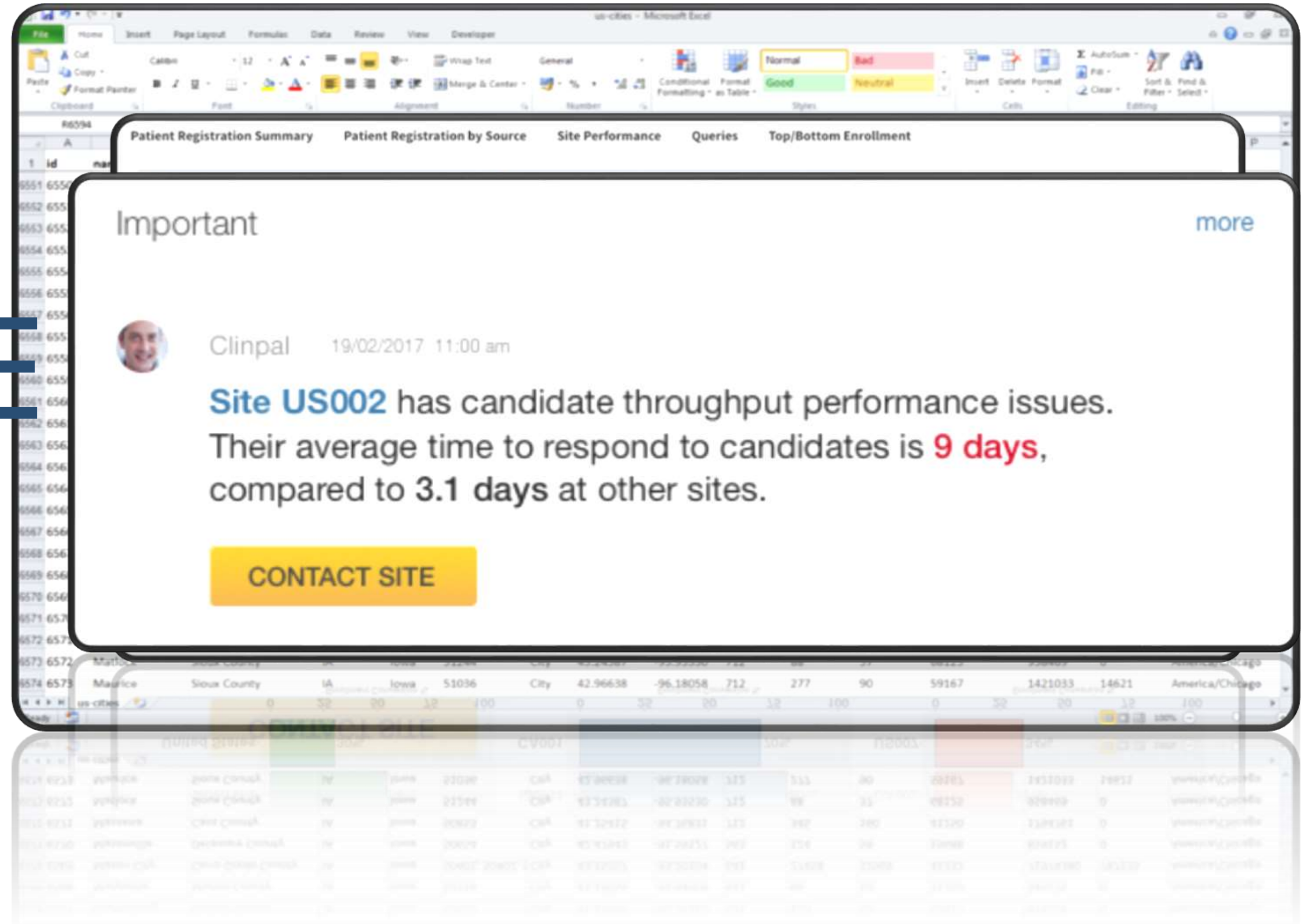
Are more worried about their
Online privacy than one year ago

74%

Have limited their online activity
in the last year due to privacy
concerns

2) VISUALIZE

3) DIRECT

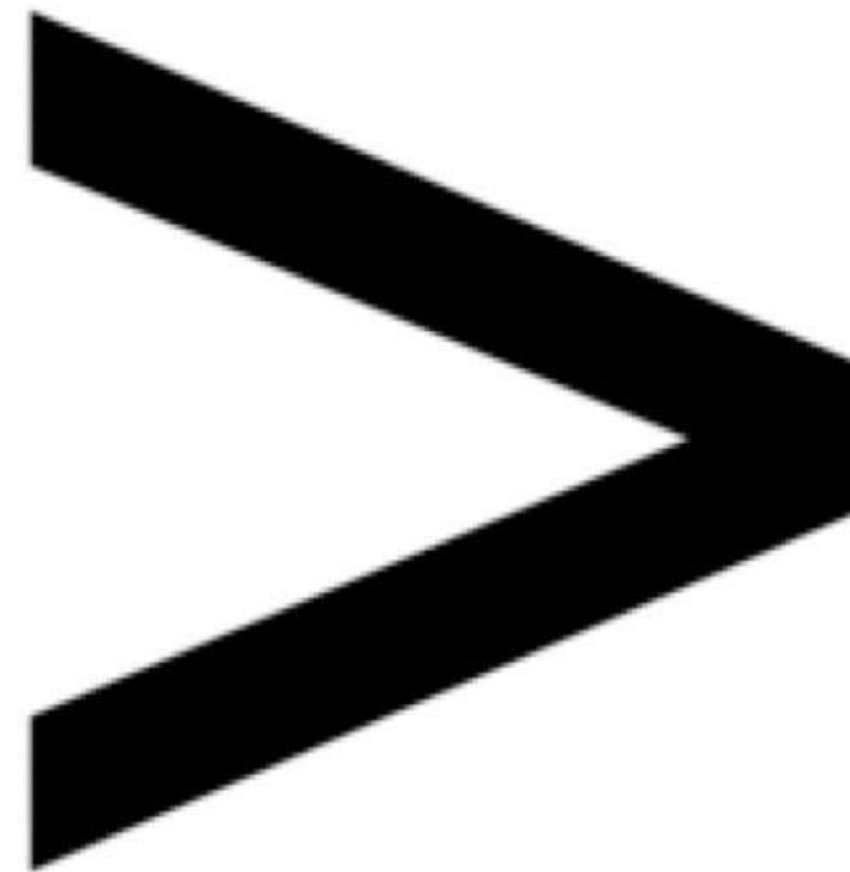


Patient Motivators and Barriers



MOTIVATORS

- ✓ Treatment access
- ✓ Monetary
- ✓ Interest
- ✓ Altruism

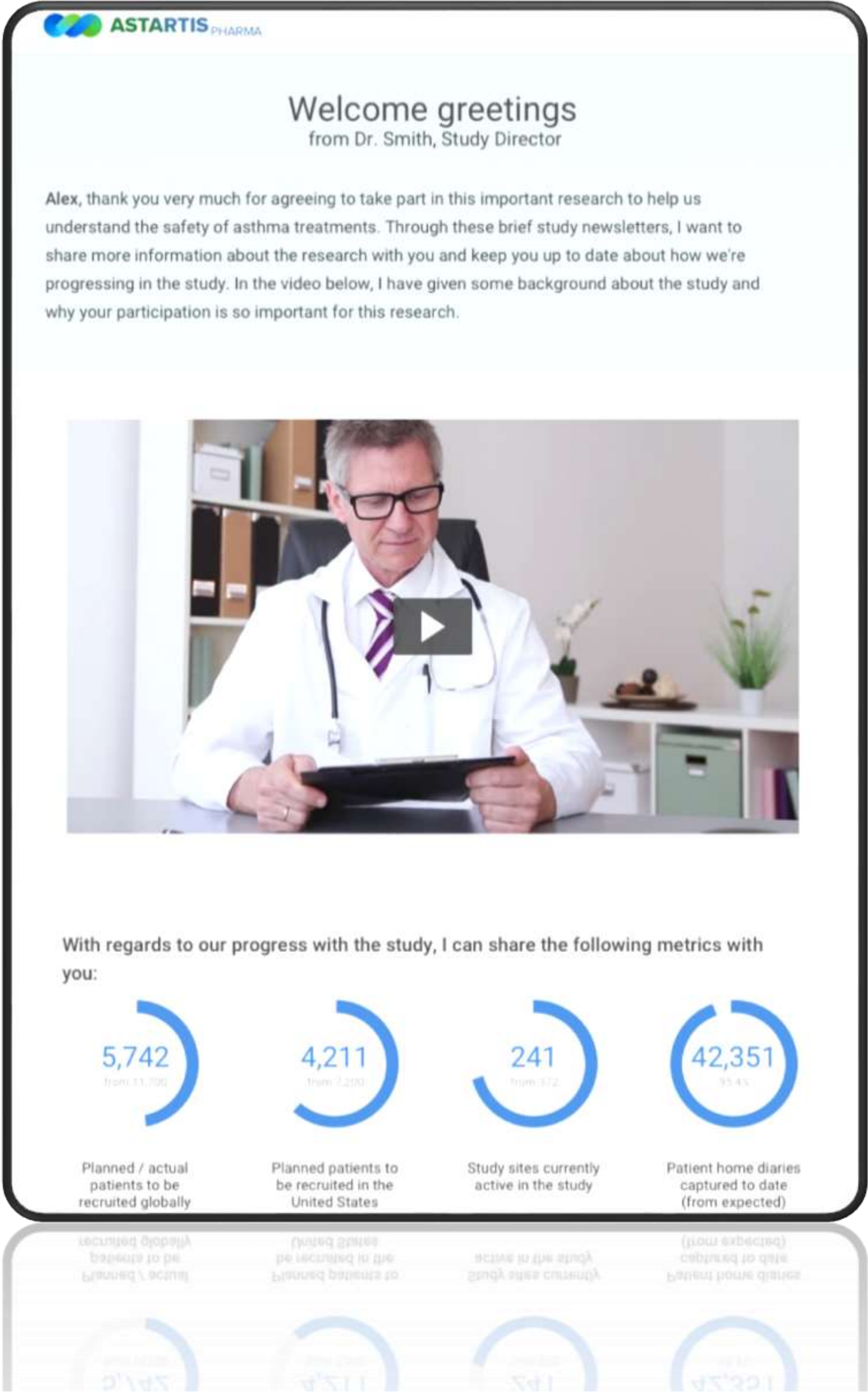
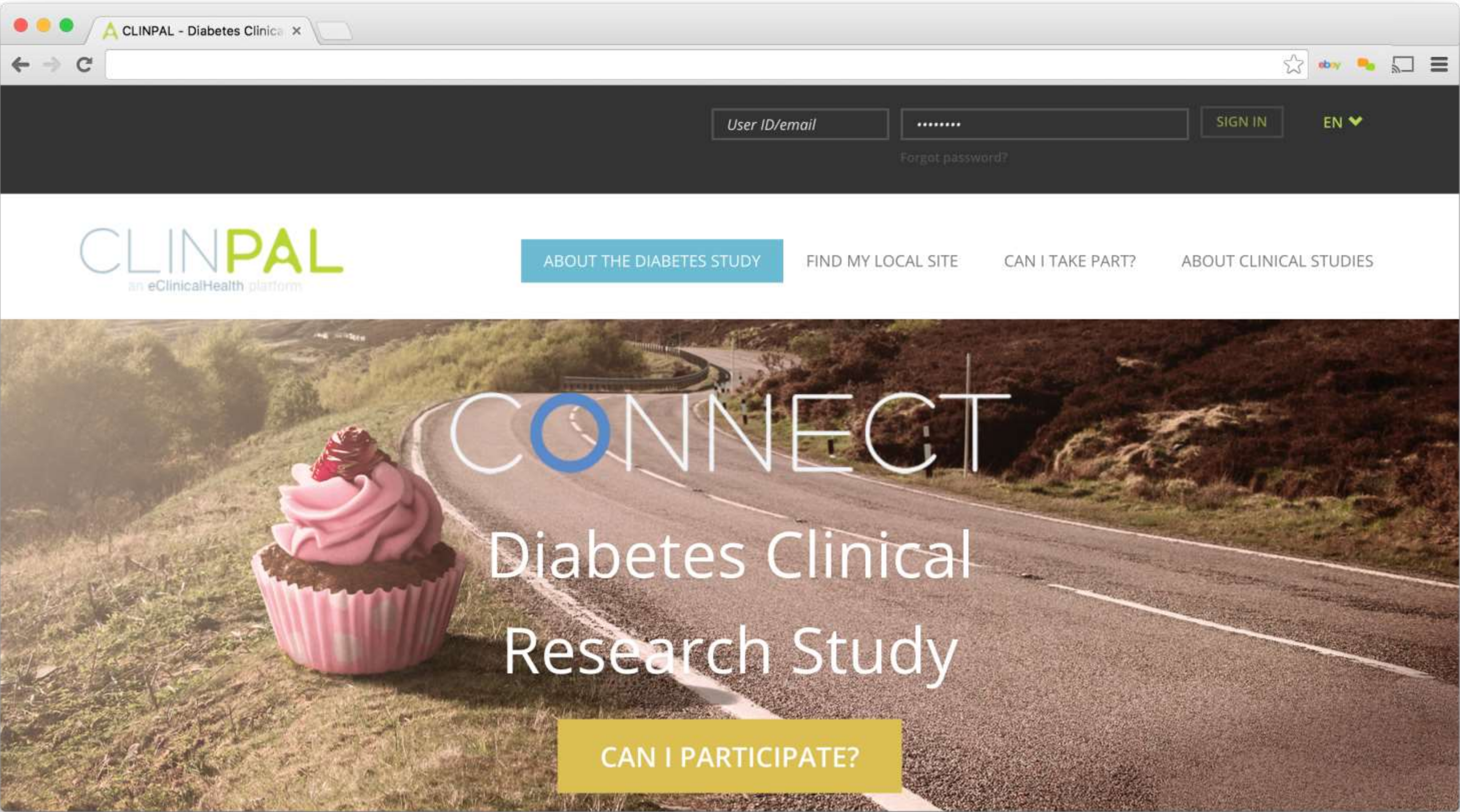


BARRIERS

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

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

First Impressions



“Bring Your Own Device”




Measure Satisfaction

What did you think about your initial enrollment into this study?




Provide Feedback

Complete Task One




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.


[Study Progress](#) / [My Achievements](#)

You are on **Level 2**: 20 Points

20 points to Finish



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!**



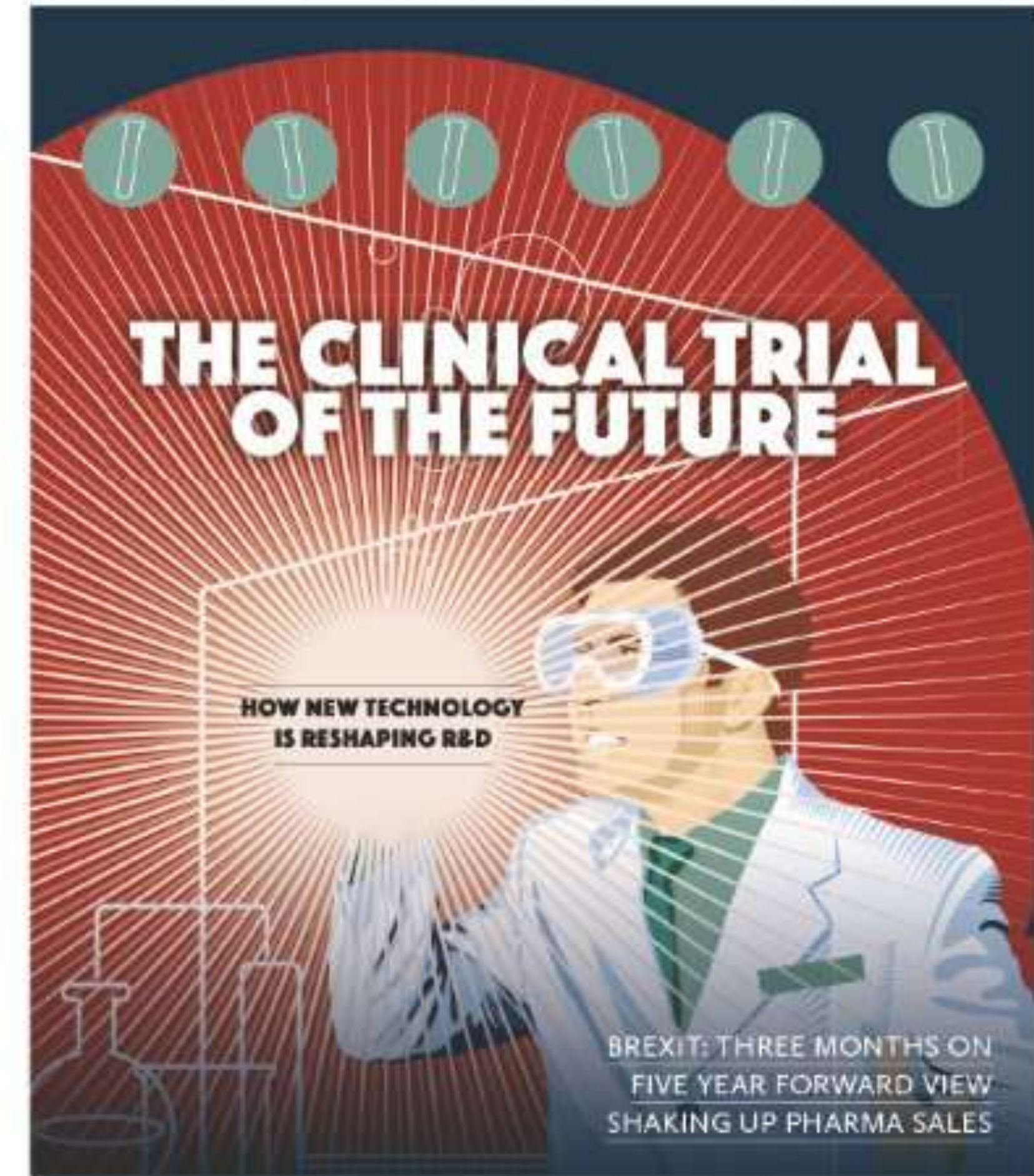
Case Study: Digital Engagement

PharmaTimes

OCTOBER 2016 @PharmaTimes

MAGAZINE

KICKSTARTING HEALTHCARE CONVERSATIONS



Registering Device

ClinPal : Document - Registering your device

https://verkko.clinpal.net/clinpal/patient?locale=en#patientDocument?document=54d22e130cf2b53e2ea0b028:~

VERKKO Questionnaire - Registering your device

Back to: VERKKO

✓ Registering your device

Registering your device

Please follow the instructions below to receive your security token

2014/01/17 15:00

- History
- Test Wizard
- Settings
- Messages

Settings

- Alarm
- Network
- Synchronize
- Security Token

Security token

Your security token is (numero)

Confirmation ✓

Please enter your security code here

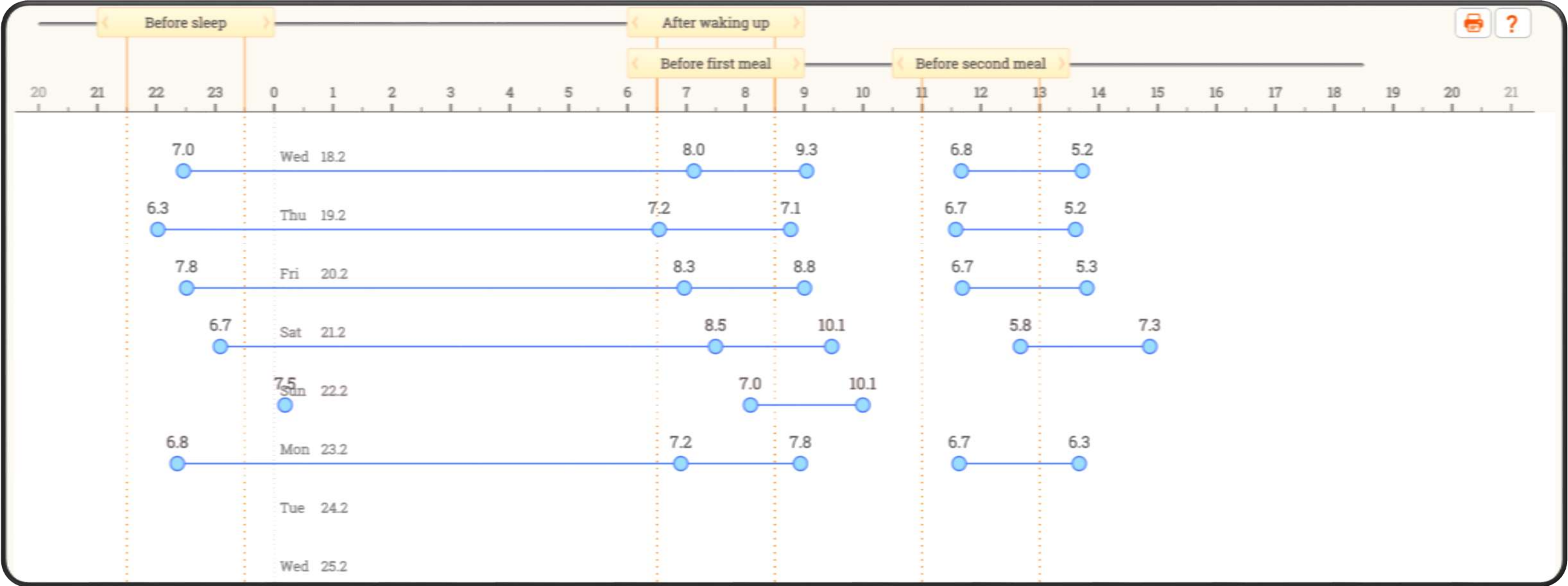
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REGISTER DEVICE

Back: VERKKO

ENGAGED BY CLINPAL

Logbook View



Personal Compliance Dashboard for Patients

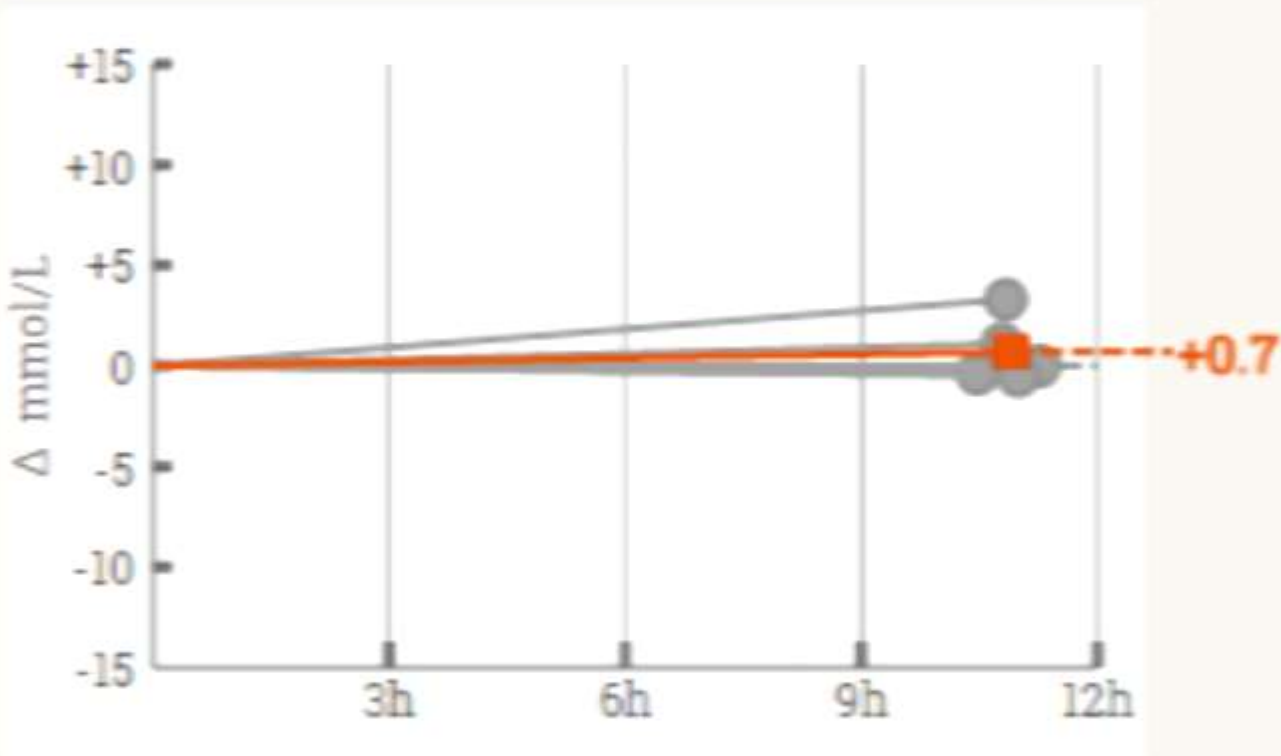


Complete profile

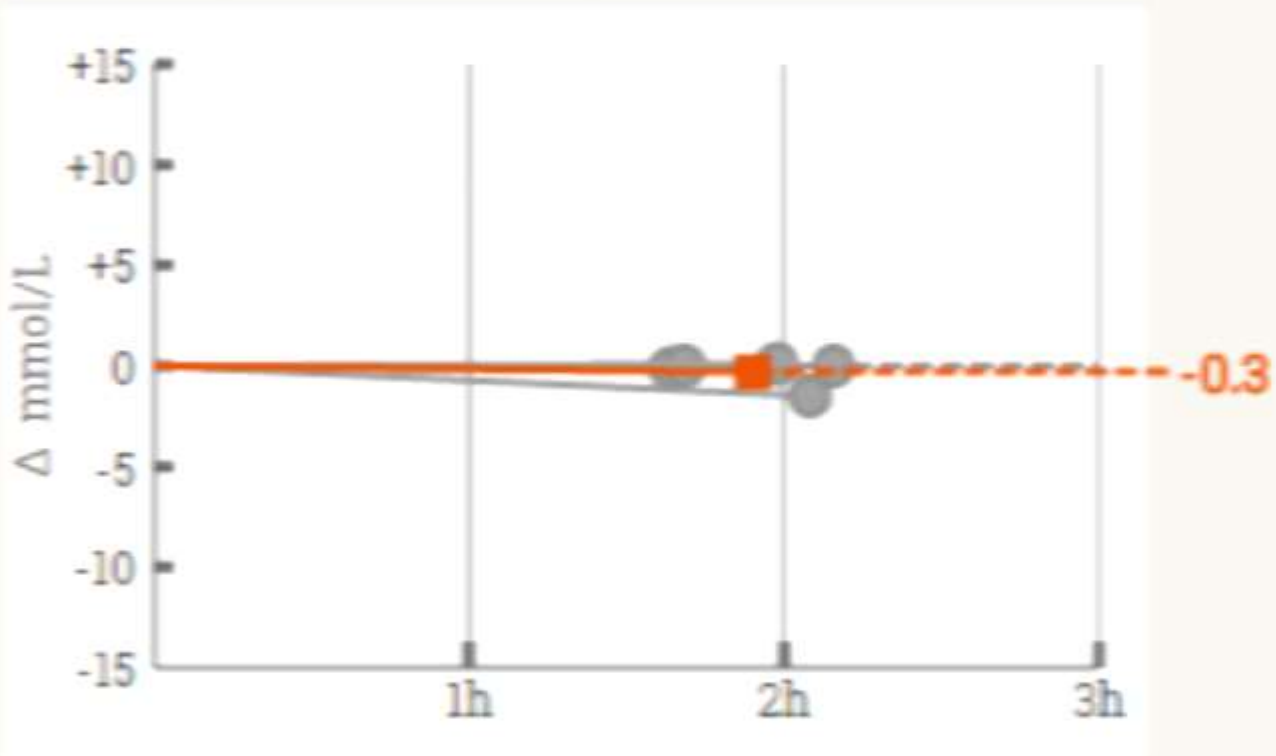
Valmistuneet verensokeriprofiilit

20.9.2014 - 30.9.2014 Piilota ✓ Onnistuneesti suoritettu. Analyysi saatavilla.

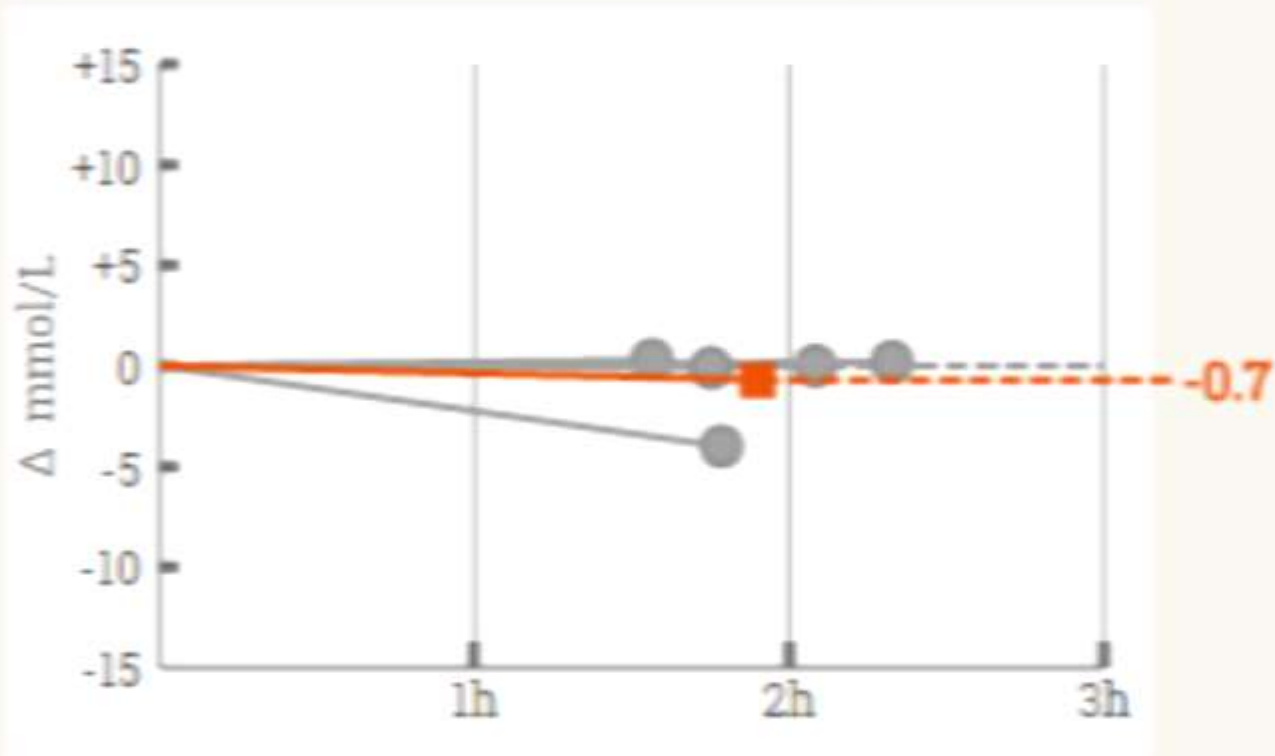
Verensokeriprofiilin analyysi: 20.9.2014 - 30.9.2014



Keskimäärin verensokeri nousee 0.7 mmol/L.
Muutoksen vaihtelu on 3.8 mmol/L. ?



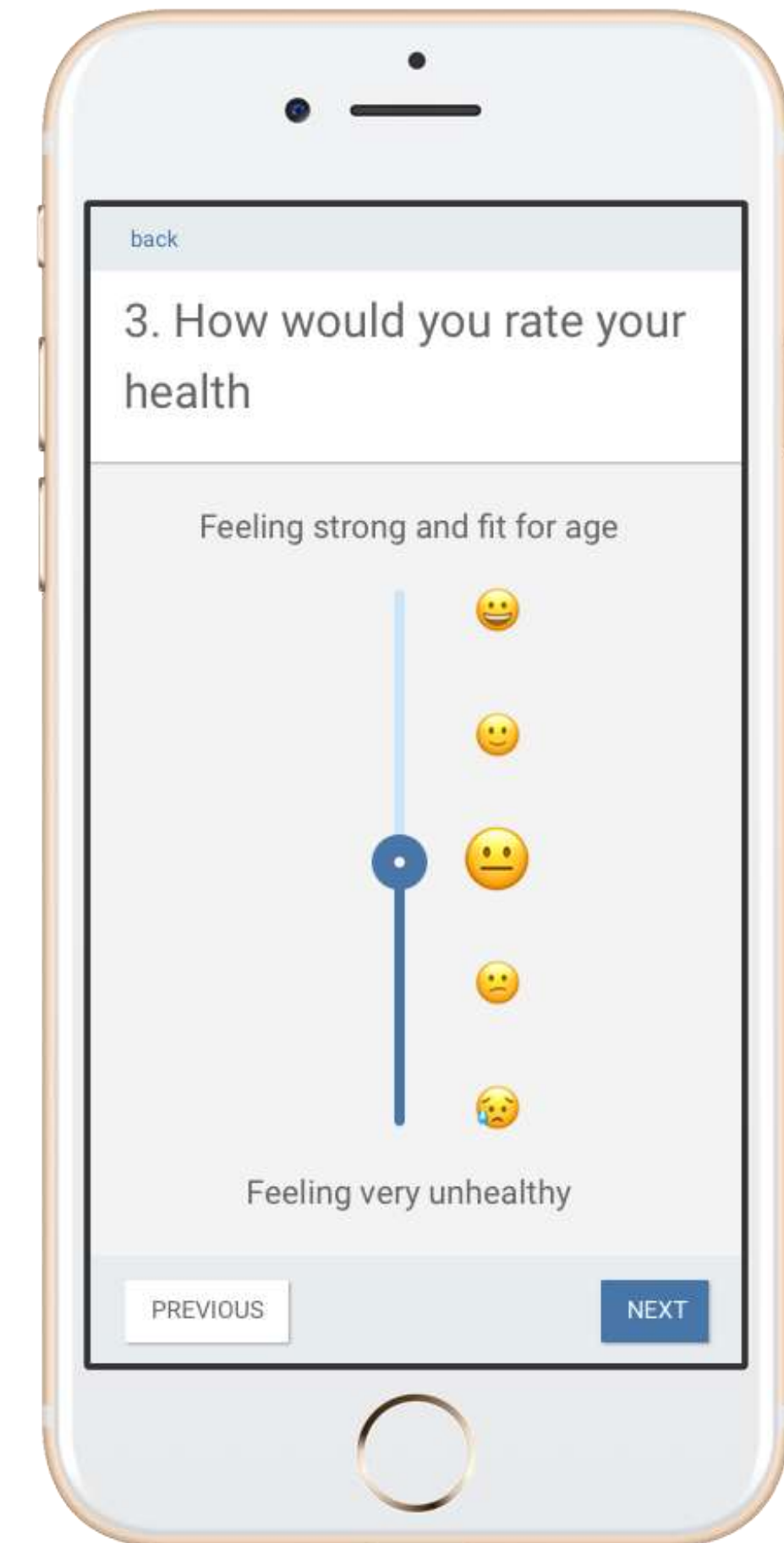
Keskimäärin verensokeri laskee 0.3 mmol/L.
Muutoksen vaihtelu on 1.6 mmol/L. ?



Keskimäärin verensokeri laskee 0.7 mmol/L.
Muutoksen vaihtelu on 4.3 mmol/L. ?

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



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

✓ 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?



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