Connect.
Engage.
Partner.

Building a Strategic Patient Community beyond Clinical Trials
The Challenge

A pharmaceutical company typically interacts with 2,000 – 20,000 patients in their research studies before being able to bring a product to market\(^1\). The number of patients approached can be 10-12 times higher\(^2\) than the number of patients who participate in a trial. As of today, all of these patients virtually vaporize if they are screen failures, drop-out patients or when they complete a clinical trial phase. Increasingly, clinical trial sponsors are looking for methods that allow them to connect to and communicate with trial patients beyond the trial. In the past, this has been a challenge for the following reasons:

- **Cost and complexity.** Follow up with patients was only possible through sites. However this was costly and not something sites were particularly enthusiastic about.

- **Ethics.** Communication between the sponsor and patient is usually strongly discouraged, fearing biases, coercion, etc.. However, patients expect openness and transparency.

- **Competing priorities.** Burdening study teams with additional work that seemed unaligned with their goals made long-term communication a secondary objective.

As of today, there is no strategic solution. The invaluable resource of trial patients or alumni of trials gets lost.

**Our Strategy: We stop the patients disappearing act**

Be the Partner is a Patient Relationship Management system outside the trial that recaptures the connectivity to trial participants and alumni of trials.

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*We stop the patients disappearing act*

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The Solution

Be the Partner has built a technology that overcomes the historical challenges to creating a connection between clinical research and patients beyond the trial.

- **Makes connectivity simple.** Patients are offered the opportunity to receive study information, outcomes, and personal study data during their screening or study visits through web and mobile channels, with little or no effort from investigators or site staff.
- **Keeps the patient anonymous.** Our product allows patients to remain fully anonymous. Be the Partner never shares information without the consent of the patient.
- **Reduces work for study teams and sites.** Study teams and sites can use their access to Be the Partner during the study to ensure delivery of important study information to patients without the clutter of paper and traditional mailings. Simply upload content that has been approved by your IRB or EC, and Be the Partner will ensure timely delivery to participating patients.

With Be the Partner, long term connectivity becomes a standard for patients and study teams during and after the trial. Our flexible Patient Connectivity Technology (CNT) gives study teams out of the box communication and engagement tools to create new insights beyond medical data for the sponsor and to make the trial a better experience for the patient.

Be the Partner runs in the USA and will be adopted to the national legislations of 30+ countries by end 2017. The platform will also be translated to all languages in the countries, as we want the patient feel home on the platform.

How It Works

Patients are presented with the chance to join Be the Partner. On-boarding at any time during pre-screening, screening or at any study visit.

Each patient receives a personal Welcome Package with useful information during the first day on Be the Partner. Additional information or surveys about the patient’s experience can be delivered during the trial.

When the patients leave the trial they receive a personal Thank You Package on behalf of the sponsor. Patients can be offered return of individual trial data, lay summaries or other ways to help in research.

Be the Partner offers Long Term Connectivity to the engaged patients beyond the R&D: including surveys, useful information, input on study design, and - if applicable - other matching trials.

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**Case Study I: Data Return for Engagement**

Be the Partner worked with a large sponsor on a phase 3 Rheumatoid Arthritis study to offer patients the ability to get their study data back after each visit. Participation from sites and patients was completely voluntary. 38% of sites and 20% of patients participated in the program, with several sites activating all their study patients in Be the Partner. Most importantly, **90% of patients returned to Be the Partner within 48 hours of new study data being available.** The result was a highly-engaged patient population for future communication and follow up.

**Case Study II: Capture Screen Failures**

Be the Partner was asked to approach patients during screening of a global interventional phase 3 Alzheimer's study. With a screen failure rate of over 90%, it was anticipated that over 20,000 patients would be approached for study participation. Screening included 6 total site visits – making each of the screen failures a costly investment that the sponsor wanted to amortize. Be the Partner offered each patient coming into screening access to our Welcome and Thank You package, and the opportunity to receive their screening data back when they completed the study. Of the initial sites participating, the response was enthusiastically positive.

**What our customers say about us**

“Patients will love it and we love it as we don’t have to send everything anymore to the patient’s GPs.” – Study Coordinator

“We partnered with Be the Partner as the platform is user friendly where patients wouldn’t struggle finding their way through. And we didn’t want the data returned to patients coming directly from our systems as this is difficult in terms of firewall and IT security, so we were looking for a third party solution”, Top tier pharma industry innovation leader at Patient Led Clinical Trials 2017, EyeforPharma, London 17/05/08

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**Footnotes from page one:**

1 CISCRP (The Center for Information and Study on Clinical Research Participation (CISCRP), 2014

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