

# PatientAdvantage

Delivering Enrollment and Startup Certainty



## PatientAdvantage

Changing traditional study planning and feasibility by maximizing patient enrollment and site productivity

### A patient-centered, innovative solution

Traditional study planning, driven by the number of sites estimated to achieve enrollment, is often filled with inefficiencies and unknowns that cause significant delays in patient enrollment and site selection and initiation. When this conventional site-based feasibility approach is inaccurate, study sites are added, increasing costs, change orders and timelines. PPD offers a new way of thinking about clinical development and delivery—**PatientAdvantage**. This innovative solution gives you increased speed, certainty and quality at a lower cost, putting you in complete control.

PatientAdvantage is our proprietary solution primarily focused on the patient. Leveraging Acurian and Synexus, we engage early in the process, working together to analyze patient insights from past studies and insights specific to each protocol. These analyses drive objective enrollment contributions, accelerated timelines and results-based commercial models.

### Finding the right patients sooner

PatientAdvantage changes traditional planning and feasibility by identifying the patients first. Acurian, PPD's patient recruitment business unit, defines the number of patients it can recruit from the general population based on its highly predictive and proven enrollment models. Early engagement with Acurian is critical to unleash the power of PatientAdvantage. Recruitment efforts focus on identifying qualified patients directly from the general population, with less reliance on site-acquired patients to enroll a study. This solution significantly reduces timelines and can provide up to 100% of the total patients required, thereby delivering greater enrollment and budget certainty, speed, cost savings and increased data quality.

Access to

**20 million**  
prescreened  
patients

## PPD delivers certainty with PatientAdvantage



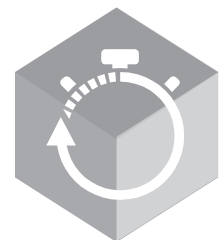
Enrollment  
Certainty



Quality  
Certainty



Budget  
Certainty



Speed-to-market  
Certainty

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## Delivering more patients to fewer sites

In a typical study, nearly 14% of sites will not enroll a single patient. The PatientAdvantage solution changes this by removing low-performing sites and

driving patients directly to sites enrolling for the specific trial. Synexus, our fully integrated, global site network, defines the location and number of sites based on the patient population identified by Acurian. If more sites are needed beyond what Synexus provides, PPD will

identify sites through our preferred network to enroll the necessary number of patients.

 **195+**  
sites in  
**11+**   
countries

**PatientAdvantage is a new way of thinking about clinical development and delivery**—an innovative solution that drives greater patient enrollment and budget certainty along with enhanced speed and significant cost savings. We look forward to partnering with you on this novel solution that truly bends the cost and time curve of drug development.

## [ BENEFITS ]



**Greater enrollment and budget certainty, speed and cost savings**



**30-50% reduction in total sites**  
Significant reduction in timelines and  
**increased enrollment speed of 30-50%**



**Improved data quality from high-performing sites**