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Walgreens helps exceed movement disorder study recruitment target by 55%—in the first 30 days.

By combining access to more than 130 million patients with AI-generated medical and pharmacy record queries, Walgreens is deploying a unique patient matching strategy to identify, engage, and enroll more qualified study participants, more quickly.

Study

A Phase 2 study to evaluate the efficacy and safety of a treatment for Essential Tremor, a debilitating idiopathic neurological disorder, which currently does not have an FDA-approved treatment.

Approach

By applying geographical and medication filters, Walgreens used a combination of AI-generated medical record and pharmacy record insights to identify and contact an initial cohort of potential study participants. Walgreens worked closely with the trial sponsor to develop digital outreach materials that considered the patients' preferred method of communication and any opt-in preferences.

Prospective participants who met the pre-eligibility segmentation criteria were contacted by either text and/or email based on their preferences, then directed to the sponsor's existing study-specific website, where they completed a pre-screening assessment of eligibility. Candidates who met the study criteria were officially referred to the sites.

Differentiators

- **Pinpointing relevant patients**
Walgreens uses data-driven insights and a protected, web-based application to identify relevant participants, and—based on contact opt-ins—highlight their preferred communication channels.
- **Considering patient needs**
Walgreens reaches patients wherever they are with sponsor-approved digital outreach materials that consider relevant demographic and social determinants of health (SDoH). Then, Walgreens engages with them via text, email, or in store, offering the choice to participate in the pre-screening process in a way that's most convenient.
- **Leveraging established healthcare relationships**
Walgreens brand recognition, nationwide locations and community relationships built on trust, combined with an ecosystem of best-in-class collaborators, enable a seamless patient experience throughout each step of a clinical trial.



Identify

Use our Patient Cohort Browser—a protected, web-based application, to identify relevant participants, preferred communication channels.



Enlighten

Develop digital outreach materials that consider relevant demographic and social determinants of health (SDoH) characteristics.



Engage and empower

Engage with potential participants via preferred contact methods (e.g. text, email, in store, etc.) and empower them to participate in prescreening process.



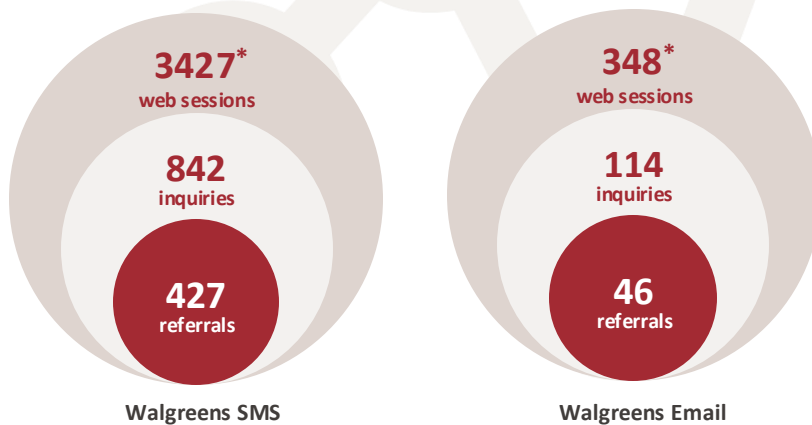
Advance eligible patients

Confirm clinical eligibility through medical record review and coordinate with sites to support final screening and enrollment of qualified patients.

Results

Walgreens delivered highly qualified referrals: Of the 427 Walgreens referrals, all but 4 pre-screened by the sites were confirmed to be diagnosed with Essential Tremor, validating that Walgreens could identify patients for this rare disease often not treated or diagnosed. In addition, Walgreens exceeded 55% of the target recruitment goal in the first 30 days of the planned 120-day recruitment period.

The Walgreens approach to patient recruitment helped the sponsor meet their enrollment target much earlier than planned, which allowed them to close the study early, thereby saving significant resources and time.



99%

of pre-screened Walgreens referrals confirmed diagnosis with the sites.

A high pre-screen diagnosis match rate can reduce the accrual period and decrease the cost of study. In fact, this study sponsor estimated significant savings based on reduction of recruitment time due to high pre-screen match rates.

Summary

In a Phase 2 study to evaluate the efficacy and safety of a treatment for Essential Tremor, Walgreens:

- Combined AI-generated medical and pharmacy record insights to identify potential participants
- Partnered with the study sponsor to develop digital outreach that considered patients' communication and opt-in preferences.
- Delivered 427 referrals, of whom 99% matched pre-screen diagnosis criteria for eligibility
- Exceeded 55% of the recruitment goal just 30 days into the planned 120-day recruitment period
- Enabled sponsor to close the study early, thereby saving significant resources and time

Let's transform clinical research, *together*.

Visit us at go.walgreenshealth.com/clinicaltrials to learn more or contact us.

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