

CASE STUDY

Virtual Waiting Room Success

SubjectWell onboarded a new study using the Virtual Waiting Room (VWR) when a sponsor was experiencing slow recruitment for a trial with a challenging enrollment timing component. The experimental medication was meant to treat a recurring viral infection that was resistant to existing treatment. SubjectWell's Virtual Waiting Room was used to hold and screen patients until symptoms reoccurred. By partnering with two North American pharmacy networks, interested patients were placed in the VWR after being prescribed existing treatments. The VWR sent patients regular text messages checking for symptom recurrence and qualified patients were referred to the study. SubjectWell made a significant contribution to the sponsor's total enrollment, ultimately delivering nearly a third of all randomizations and keeping the recruiting period well under a year.

STUDY: ORAL MEDICATION FOR THE TREATMENT OF RECURRENT VIRAL INFECTION	
Contract	Original contract for 130 randomizations
Recruiting Timeline	10 months
Referrals	2065
Randomizations	135



**11,000 PATIENTS
IN VWR**



**20% OF VWR
PATIENTS
REFERRED TO SITE**



**DELIVERED
31% OF ALL
RANDOMIZATIONS**



SubjectWell, the patient access marketplace, is helping people with chronic health conditions find the care they need. Since 2012, SubjectWell has used general awareness marketing techniques to find and engage interested patients — connecting them with relevant trials and treatments. With tens of millions of motivated patients with known conditions in the marketplace, we already have the patients you need. **Ready to talk about your recruiting needs? sales@subjectwell.com**