SubjectWell

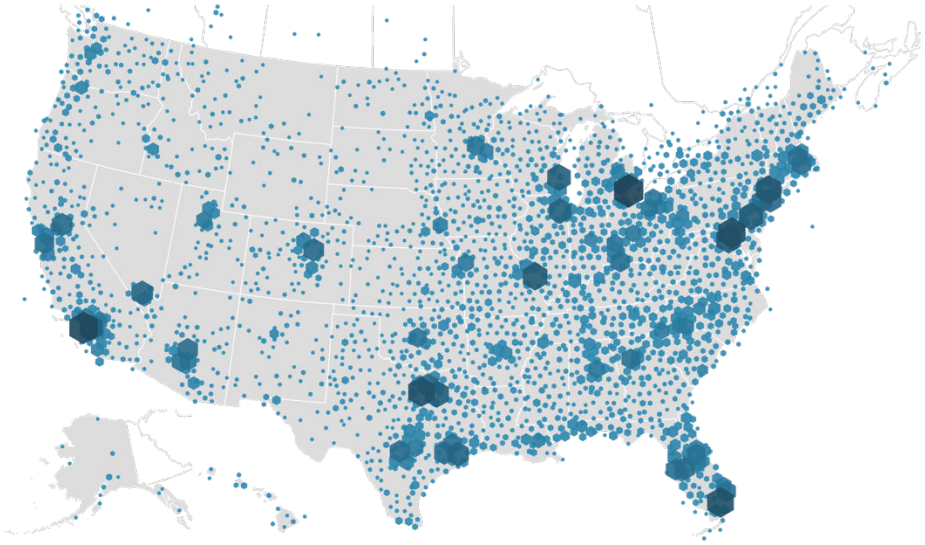
ANONYMIZED SAMPLE PROPOSAL

Study Protocol Description

A Phase 2, Multicenter, Randomized, Double-Blind, Placebo-Controlled, Parallel-Group Study to Assess the Safety, Efficacy and Pharmacodynamics of Study Drug in Adult Patients with Asthma

Phase: II

Therapeutic Targeting: 500 subjects ages 18 years and older



Relative Distribution of Target Population

Anticipated Active Sites: 80
Expected Patients Contacted: ~2000-2500 patients per month
Expected Patients Interested in Participation: 65%

Simulated Phone Screen Criteria	Qualifying Response	Pass Rate
Have you been diagnosed with asthma for six months or longer?	Yes	97%
Do you use a daily ICS inhaler, such as QVAR, Pulmicort, Flovent, Asmanex or Alvesco, or a combination ICS/LABA inhaler such as Advair, Symbicort, Dulera, or Breo?	Yes	73%
Have you had a life-threatening asthma attack in the last year? This would include any attack that required intubation or resulted in a loss of consciousness or respiratory arrest.	No	91%
Have you been diagnosed with COPD?	No	75%

Are you a current smoker OR a former smoker who smoked more than one pack a day for over ten years?	No	60%
Have you received any of the following treatments for asthma in the past 6 months? - Xolair (Omalizumab) - Nucala (Mepolizumab) - Cinqair (Reslizumab) - Fasenra (Benralizumab) - Dupixent (Dupilumab)	No, Unsure	93%
Have you taken any immunosuppressive medications for any other medical condition in the last 6 months?	No, Unsure	90%
Have you ever been diagnosed with or treated for cancer- excluding skin cancer that has been successfully removed?	No	93%
Would you be willing to perform daily lung function tests at home throughout the study duration?	Yes, Unsure	95%
Total Expected Pass Rate		**20%**

Expected Referrals Per Month: ~260-325 patients per month
Anticipated Entered Screening Per Month: ~17-22

Anticipated Demographics:
White/Caucasian: 52%
Black/African American: 30%
Hispanic or Latino: 18%

Reported Screen Fail Rate: 50%
Potential Randomizations Per Month: ~8-11
Price Per Randomized Patient: $10,200

Assessment Methodology

The conclusions presented in this assessment are based on data gathered over a two-week period via a real-world simulation of SubjectWell's recruitment efforts. Data collection included:

- Telephone conversations with a minimum of 100 patients who have registered into the SubjectWell Marketplace and reported having the target therapeutic condition.
- Feedback from those patients regarding their interest in participating in this study, based on the patient burden of the protocol (such as study length, number of visits and patient activities).
- Analysis of site-reported activity data gathered from past recruitment efforts of similar studies
- Calculation of inclusion and exclusion criteria pass rates using constantly updated percentages from a repository of responses to over 10k individual prescreening questions.

All assumptions are based on information provided at the time of the assessment. Incomplete or inaccurate information or material changes to the protocol, screen fail rates or site lists may affect volume and pricing estimations.

The Solution

SubjectWell is the risk-free clinical trials marketplace for patient recruitment that engages the 96% of the general population who have never participated in a clinical trial. Our technology continuously identifies interested patients, at times when they're not thinking about their condition, on tens of thousands of general interest websites, and engages them with an easy online introduction. This process is faster and more effective than traditional advertising and database marketing campaigns, which typically focus on a single study and a limited geographic area.

SubjectWell will provide the following services:

- Site setup and training on SubjectWell tools
- Identification of patients in SubjectWell's marketplace who may be a potential match for the studies
- Outreach and phone interview to gauge patient interest in the study, along with a phone screen using mutually agreed upon, IRB-approved criteria
- Live phone transfer to research sites along with secure transmission of data collected by SubjectWell
- Patient concierge service continues to nurture the relationship with the patient after the referral to the research site.
- Regular reporting of performance of SubjectWell's services

All services are included as part of SubjectWell's per-patient pricing.

SubjectWell collects the following data to monitor patient referrals and to optimize the efficacy of its recruiting engine:

- Individual web activity, profile information and health data collected through SubjectWell's websites
- Patient-reported demographic and health data during the online or phone screen process
- Patient-reported activity data after completion of the phone screen, including appointment time and qualitative feedback on the enrollment process
- Site-reported activity data including screen fail reasons, appointment scheduling, and patient contactability

Promoting patient engagement is critical to optimizing both the quantity and quality of referrals sent to individual research sites. The technology behind SubjectWell's marketplace monitors and optimizes production across all sites associated with a study, and will automatically promote referrals to high performing sites while balancing production so as not to overwhelm individual sites with referrals.

We engage patients throughout the screening and enrollment process to ensure that the sites stay in contact with the patients and that the patients follow through on appointments. This service delivers randomization rates that are 50% - 300% higher than those of typical referrals.

Conclusion

We look forward to working with Sponsor on the successful completion of this important study. We are confident that we can meet the challenges ahead, and stand ready to partner with you in delivering an effective recruiting solution.

Thank you for your consideration,

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