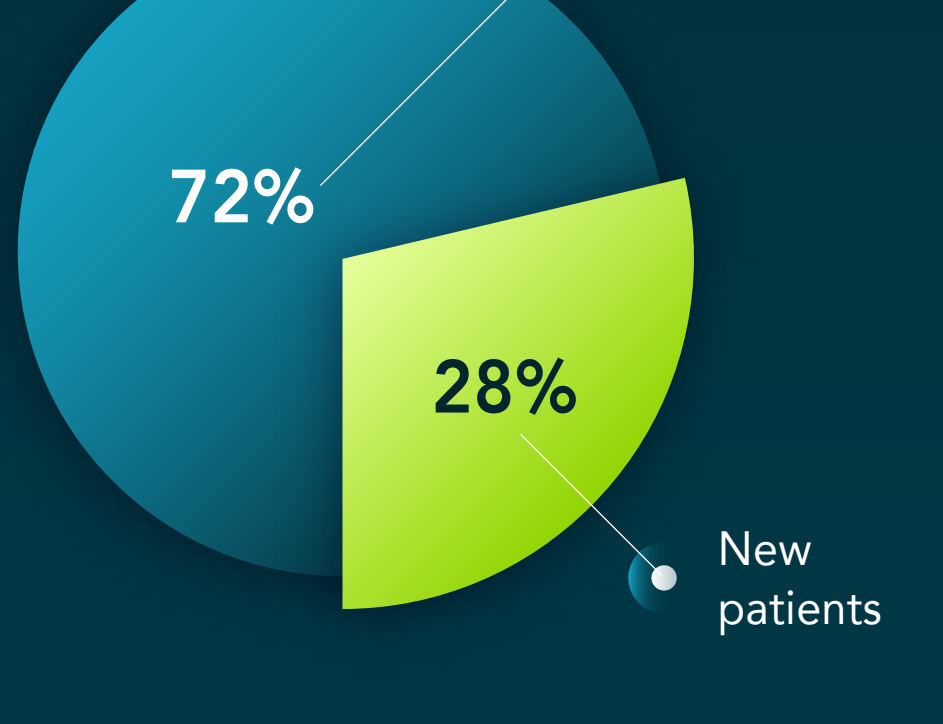


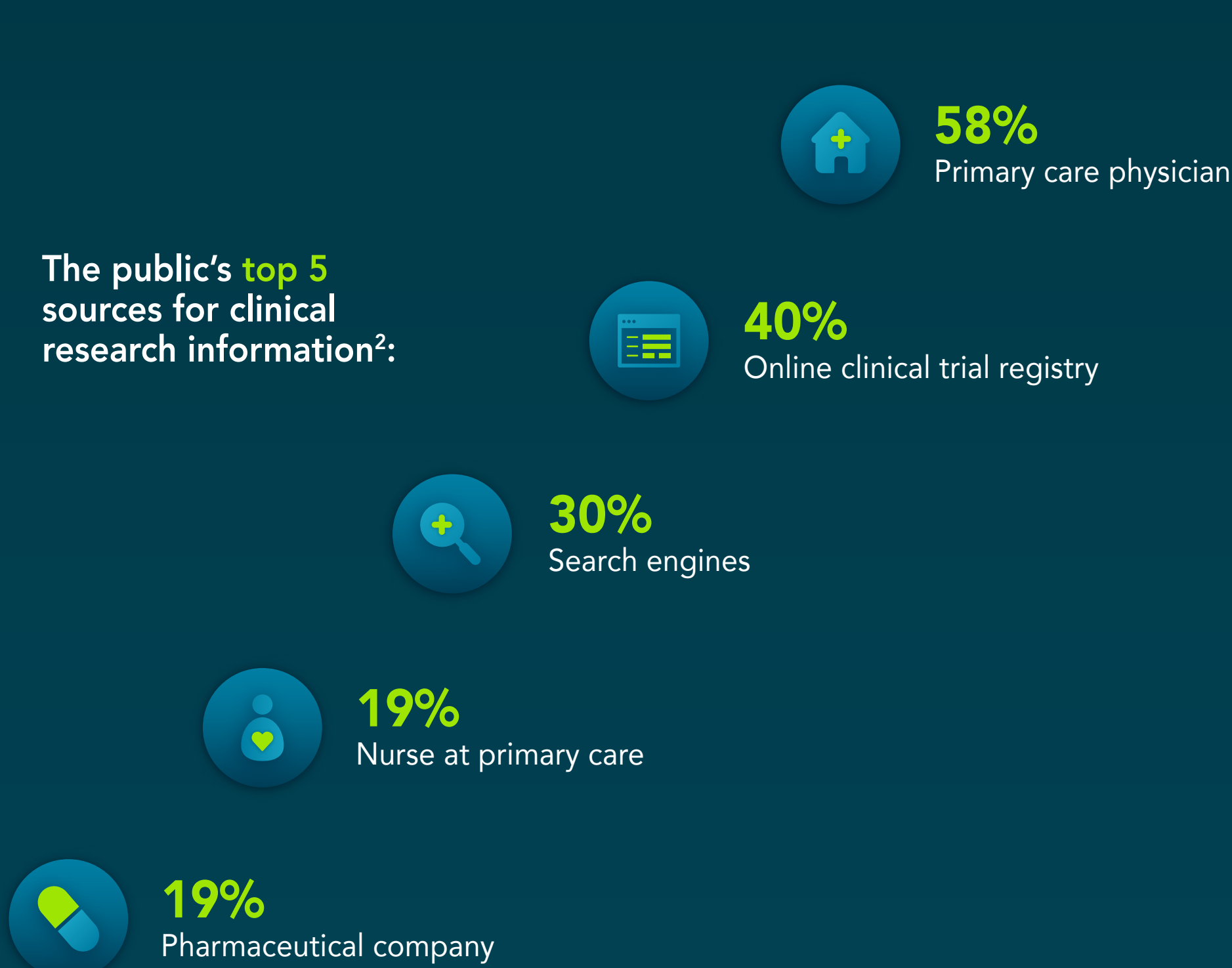
Patient Recruitment and Enrollment in Clinical Trials

How do people learn about clinical trials?

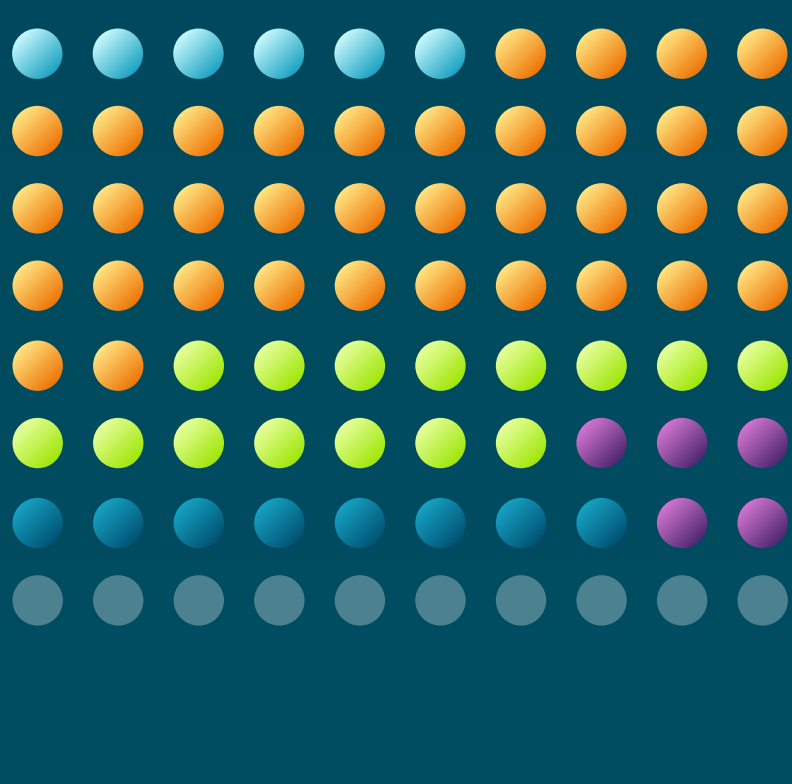
Breakdown of where participants come from¹:



The public's top 5 sources for clinical research information²:



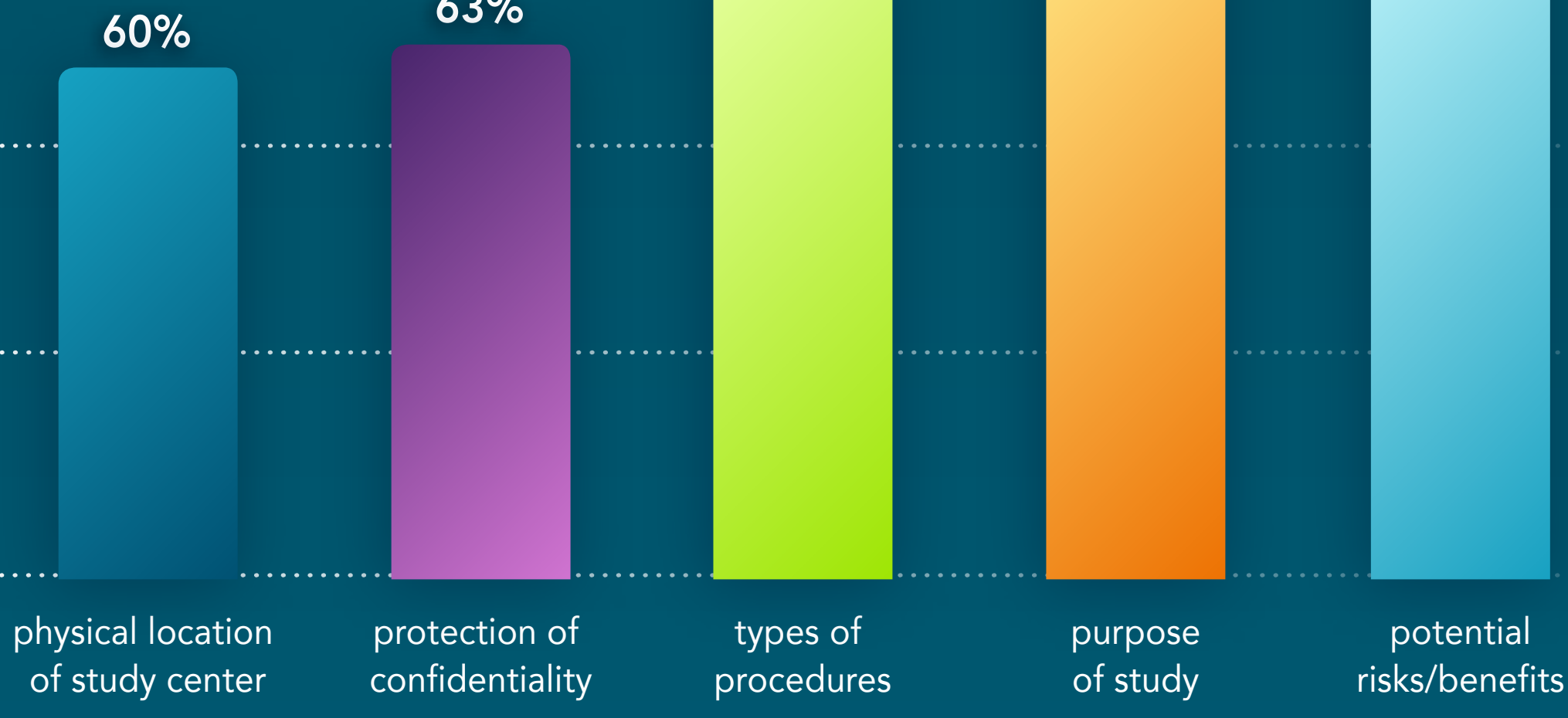
What are some reasons people participate in clinical trials?



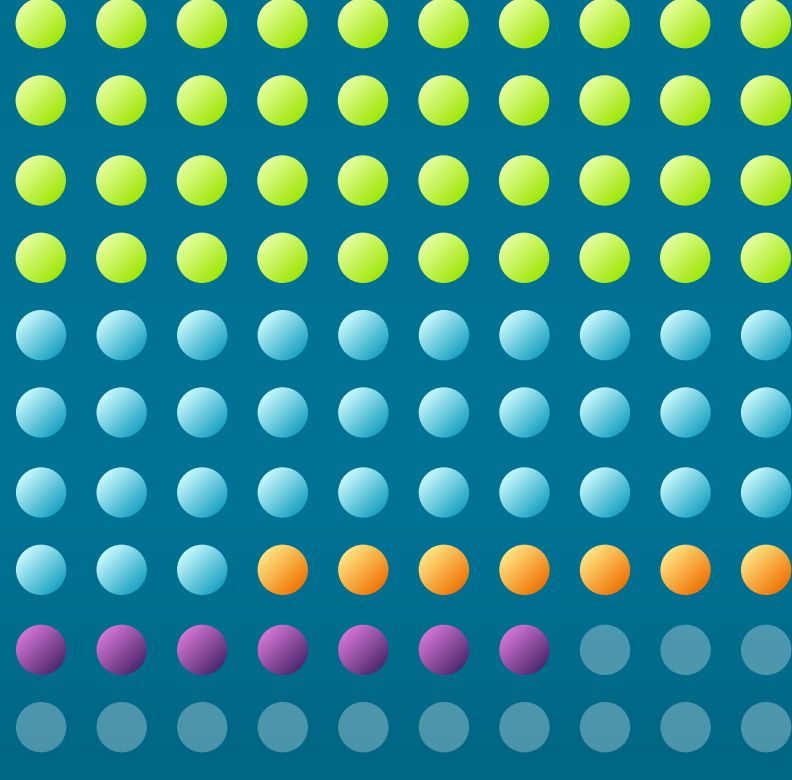
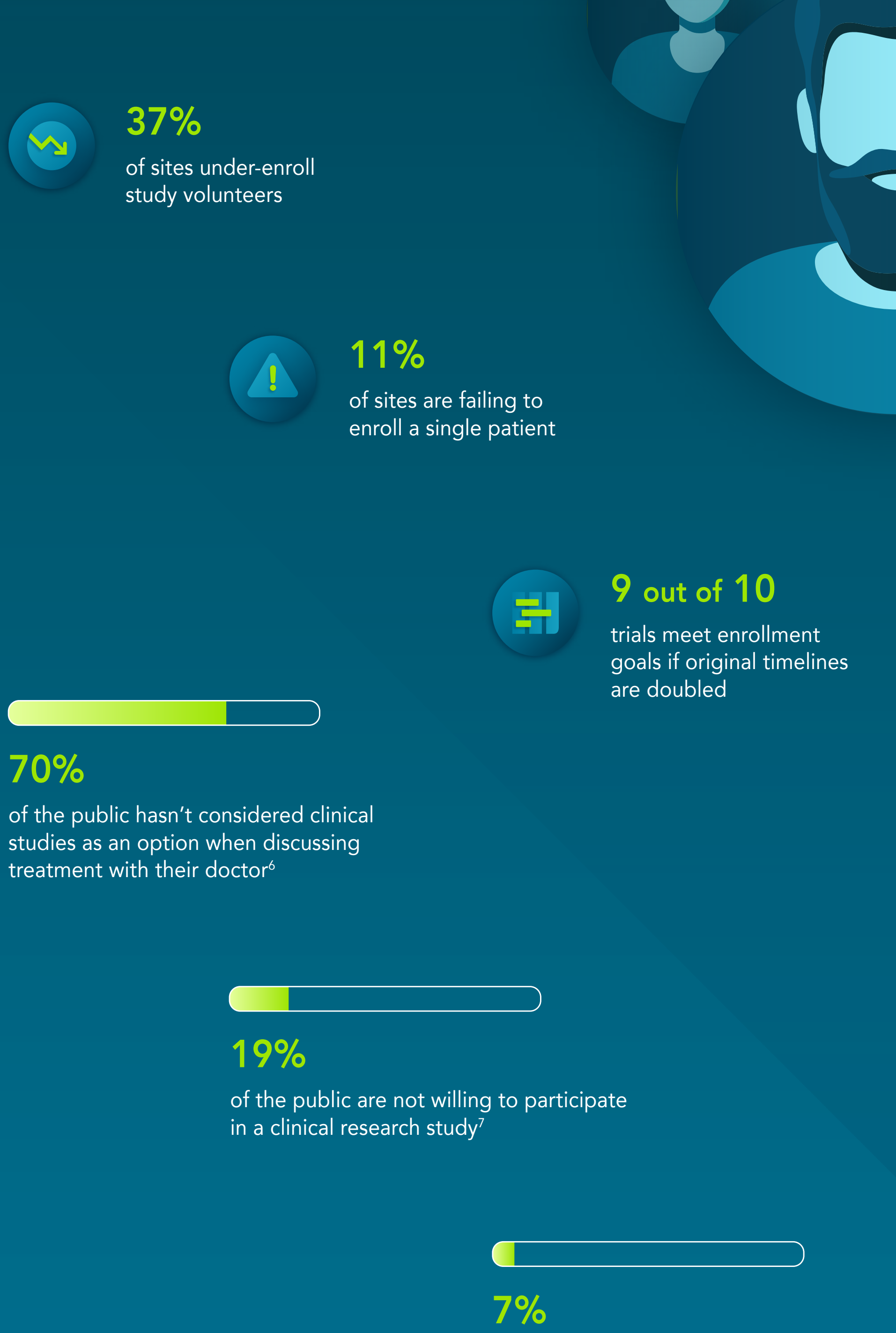
Top perceived benefits³:

- 26% to advance medicine
- 36% to help improve the lives of others
- 15% to help improve their condition
- 8% represents the best treatment option
- 5% monetary compensation

Importance of factors when choosing to participate in a study⁴:



What are some common enrollment challenges?⁵



Top perceived risks⁸:

- 40% side effects
- 33% risk to overall health
- 7% receiving placebo
- 7% stopping treatments providing benefit

No Awareness
about 40% of the public are not very confident they would find a clinical study right for them⁹

74%
express interest in discussing clinical trial participation from an online peer community¹¹

Close to 70%
of the public has never or rarely considered clinical studies as an option when discussing treatment with their doctor¹⁰

94%
of volunteers would participate in a clinical trial study again¹²