



Improving Patient Compliance Without Increasing Costs

Situation: Maximizing Patient Diary Compliance

A pharmaceutical company developing a diabetes treatment wanted to maximize patient diary compliance for a complex Phase III protocol. From over 800 enrolled patients, a subgroup whose regimen included a diet management component was identified. The subgroup was required to report frequent blood glucose levels, but only for a portion of the study.

Challenge: Preventing Patient Diary Inconsistencies

Patient non-compliance can easily compromise the quality of self-reported data. Inconsistencies multiply with the length, detail and frequency of required diary entries. Retrospective reports given in patient interviews are often unreliable, inaccurate and biased. Paper diary compliance is poor: entries are often inconsistent, incomplete and data can be biased. Compliance challenges have increased as protocols have incorporated more diaries.

Solution: Designing Automated Patient Diary Protocols

UBC designed an electronic IVR diary system that automatically administered each patient questionnaire according to treatment group. Whenever a patient was transferred from the main group to the subgroup (or back again), the system “adapted” to the appropriate diary protocol. The system instantly alerted study coordinators to any missed or incomplete diary entries so they could take appropriate follow-up measures. As diaries were completed, investigators were faxed copies based on a schedule selected by the sponsor.

Over the course of 3 months, the system initiated over 3,300 automated reminders and alerts. The study achieved a compliance level of 92 percent. By processing reports in real-time, the system provided continuous access to the most current individual and aggregated diary data.

UBC’s electronic patient diaries help sponsors and research sites more effectively manage patients in studies where self-reported data are a key endpoint. Our diaries minimize errors and take a proactive approach to data collection and storage while providing real-time access to trial information.

UBC At-a-Glance

- 1,000 employees
- 30% of employees hold advanced science degrees
- 10% hold PhDs
- > 90% client retention rates
- < 10% employee turnover
- 2,000+ peer-reviewed publications
- 365,000 patients
- 82,000 study sites
- 3,000 clinical protocols
- 20,000 investigators trained in 60 countries

Technologies

- Interactive voice response systems (IVRS)
- Interactive web response systems (IWRS)
- Dynamic randomization
- Electronic data capture (EDC)
- Electronic patient diaries
- Adaptive trial design and consulting
- Client portals
- Web-based learning management system
- Searchable databases: MetaHub, RaterHub, Site Database

U.S. Offices

With corporate headquarters in Bethesda, Maryland, we have U.S. offices located in:

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UBC specializes in offering new and innovative ways to study drugs and devices with an emphasis on science, strategy and execution.

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