Power + Johns Hopkins
Clinical Research Professionals
Lecture Series

Dec 05, 2023
Agenda

1. **Overview**: Democratizing Access to Clinical Trials
2. **Impact**: How JH Teams are already using Power
3. **Next Steps**: Getting Started with Power
Have you ever referred a patient to clinicaltrials.gov and how did it make you feel?
Patients are trying to help themselves

22X Self-Search in 7 years

Most patients give up

Clinicaltrials.gov usage since 2015

Source: clinicaltrials.gov, WCG
Recruitment is The Big Problem in life science

<table>
<thead>
<tr>
<th>Patient recruitment is hard</th>
<th>The status quo is not enough</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>#1 Reason</strong></td>
<td><strong>&lt; 5%</strong></td>
</tr>
<tr>
<td>Research Fails</td>
<td>Doctors in Research</td>
</tr>
<tr>
<td>86% Trials delay</td>
<td>1% Physicians Refer</td>
</tr>
<tr>
<td>40% Sites miss targets</td>
<td>4x Under Represented</td>
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The Team

**Healthtech + Biopharma + Consumer Internet**

**Co-Founders**
- Brandon
- Srinivas
- Kami
- Sash
- Ed
- Charlie
- Bask
- John
- Lauren
- Yucen
- Jordan
- Nick
- Vana

**Commercial**

**Patient Ops**

**Product Design**

**Engineering**

**Investors & Advisors**
- Jeff Kindler  
  ex-CEO @ Pfizer
- Murray Abramson  
  Head of Clinops, Merck & Biogen
A Modern Clinical Trial Marketplace

Where patients find promising new treatments
Browse clinical trials by condition, location, and drug type.

STEP 1
Patients look for trials on withpower.com every day

STEP 2
Sponsors list their trials on Power so patients can find them

STEP 3
Sites connect with interested Patients nearby
44% of patients on Power are non-white

Distribution of patients on Power

- 21% Black or African American
- 14% Asian
- 10% Hispanic or Latinx
- 8% Multiple Races / Other
- 56% White

Power: Dark Purple, Census: Light Purple
77% of patients are acquired organically

Source of Patients

- Direct: 15.0%
- Referrals: 5.0%
- Returning Users: 12.0%
- Google: 34.0%
- Social Media: 23.0%
- Bing, Yahoo, Other: 11.0%
**Power = more engaged patients**

<table>
<thead>
<tr>
<th></th>
<th>Pages per visit</th>
<th>Time on Site</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>ClinicalTrials.gov</td>
<td>4.15</td>
<td>3:13 min</td>
<td>59.1%</td>
</tr>
<tr>
<td>Power</td>
<td>9.15</td>
<td>10:17 min</td>
<td>46.9%</td>
</tr>
<tr>
<td><strong>Engagement Lift</strong></td>
<td><strong>2.2x</strong></td>
<td><strong>3.25x</strong></td>
<td><strong>-20.6%</strong></td>
</tr>
</tbody>
</table>

Source: Similar Web
Case Study: JH Study Team
Effects of Electrical Stimulation on Verbal Learning in Typical and Atypical Alzheimer’s Disease

Study Background: Since 2015, our team has spearheaded the most extensive clinical trial to date, investigating the impact of combining brain stimulation (tDCS) with speech therapy for Primary Progressive Aphasia (PPA). Now we aim to explore our various therapeutic strategies and expand the scope to include a broader population, encompassing mild cognitive impairment, Alzheimer's, and PPA.

Recruitment Challenges:
- Awareness
- Competing Trials
- Logistical - Transport, Time

Jessie Gallegos
Language Neuromodulation Lab
Program Coordinator & Sr. Researcher
Why our team is using Power

Access to a New Patient Pool

Improved Recruitment Diversity

Intuitive Recruitment Platform
100% improvement in referrals diversity

Challenges Prior to Power:

- Majority healthy controls and participants were White
- Majority of referrals were from within the JH network
- Trouble recruiting people with Alzheimer’s Disease (AD)

Improvements with Power:

- 21% of referrals from Power are non-white
- More patients from lower economic status
- 6x more referrals from people with AD than from JH referrals
Power gave us access to a new patient pool.

We tripled the number of screening visits for participants with AD since September.

Identified 3 healthy volunteers for enrollment in our control group.

<table>
<thead>
<tr>
<th>Funnel Data</th>
<th>Power Results</th>
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<tbody>
<tr>
<td>Patients pre-screened</td>
<td>48</td>
</tr>
<tr>
<td>Qualified patients</td>
<td>23</td>
</tr>
<tr>
<td>Screening visits booked</td>
<td>8</td>
</tr>
<tr>
<td>Enrolled patients</td>
<td>3</td>
</tr>
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Intuitive & User Friendly Platform

- Matching algorithms that suggest most relevant candidates for recruiting
- Many filter options to search by location, match percentage, date applied, etc.
- Enrollment Tracking for Participants
- Communication tools that allow for discussing between team members on candidate profiles
CAHmelia Study for Congenital Adrenal Hyperplasia

Challenges with Recruitment:
- Exhausted other methods
  - Internal candidates
  - External Physician letters
  - MyChart recruitment messages
- Recruited one participant, wanted one more before competitive enrollment window closed.
Why Power

1. Access to a new patient pool
2. Power was sponsor-approved

Results

- During the time our team used Power we received 1 qualified referral.
- The Power team was easy to work with. Quick turn-around time and helpful insight on improving our connect rate with patients.
Live Poll: What challenges are you facing with recruitment today?
What are your biggest challenges with recruitment today?

Start presenting to display the poll results on this slide.
Getting Started with Power
Getting Started

It takes 10 minutes to get started!

Sign up for a 1:1 with Power
Whether you’re ready to get started or have specific questions, we’re excited to hear from you. Reach out to lauren@withpower.com

Update your Study Details
Update study details on Power, add multimedia, and build your customized pre-screener

Seek IRB Approval
Submit your study page to the RIU for review. Submit a change in research to the IRB.

Start Receiving Referrals
Update study details on Power, add multimedia, and build your customized pre-screener
IRB Approval Process

1. Update your study page with Power, including your:
   - Study Description
   - JH IRB Number
   - PI Name

2. Submit your study page to the RIU for input and review:
   - Study summary
   - Required JH Information

3. Define how your team plans to use Power for recruitment in IRB application:
   - Attach IT Review to submission
   - Include how study will appear on site

Submit your change in research!
Selecting your recruitment preferences

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<thead>
<tr>
<th>Services</th>
<th>Description</th>
<th>Team Selections</th>
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<tr>
<td>Power Study Page &amp; Pre-Screener</td>
<td>A differentiated trial page on Power is an enriched listing where sponsors or study teams provide basic trial details along with optional videos, data, reimbursement info. This provides patients with a centralized source of publicly available information about our study. A digital pre-screener on Power enables study teams to create tailored questionnaires that potential participants complete, helping to filter and identify eligible patients based on specific trial criteria.</td>
<td>✅</td>
</tr>
<tr>
<td>Referrals Management Platform</td>
<td>Comprehensive platform for study teams to see patient referrals, pre-screener responses, additional patient detail. Study teams can track their engagement with referrals and collaborate on referrals management with team members.</td>
<td>✅</td>
</tr>
<tr>
<td>Power Registry</td>
<td>Registry of patients who have consented to being invited to future trials in indications of interest to them.</td>
<td>✅</td>
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Questions?
Q&A Session

Start presenting to display the audience questions on this slide.