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

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Have you ever referred a patient to clinicaltrials.gov and how did it make you feel?

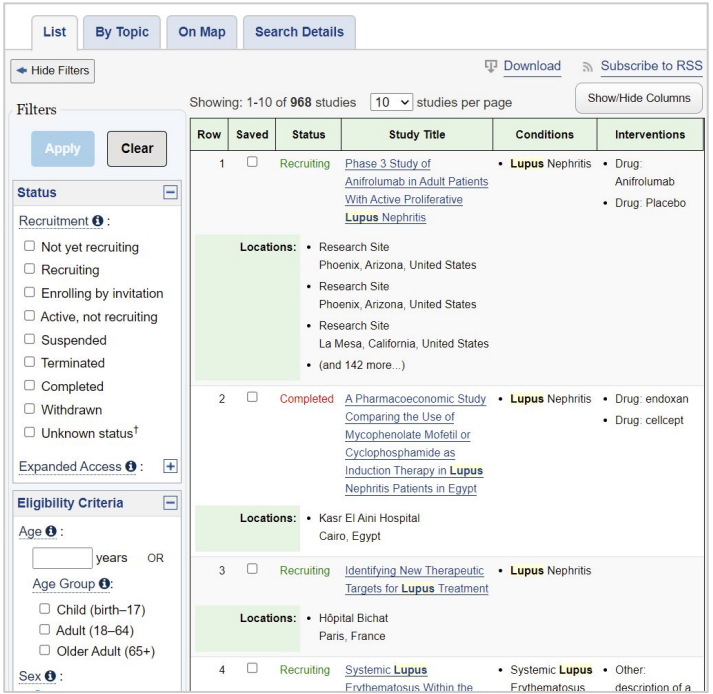
ⓘ Start presenting to display the poll results on this slide.

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

Patient recruitment is hard

#1 Reason
Research Fails

86%
Trials delay

40%
Sites miss targets

The status quo is not enough

<5%
Doctors in Research

1%
Physicians Refer

4x
Under Represented

Source: clinicaltrials.gov

The Team

Healthtech + Biopharma + Consumer Internet

Co-Founders

Brandon

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Commercial

Srinivas

John

Vana

Patient Ops

Kami

Lauren

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Sash

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Engineering

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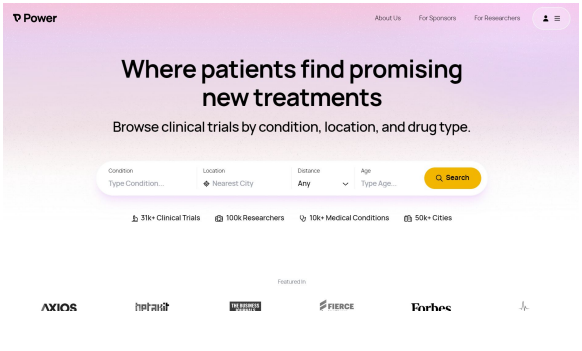
Murray Abramson
Head of Clinops, Merck & Biogen

Thumbtack · deep genomics · flatiron · BCG Boston Consulting Group · dMed 缔脉 | Clinipace Clinical Research

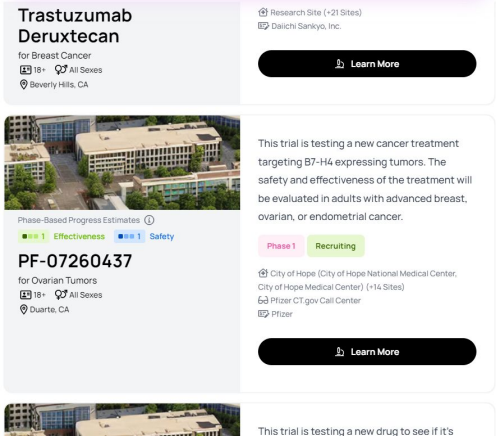
PPD · McKinsey & Company · Pfizer · Johns Hopkins University · Genentech

A Modern Clinical Trial Marketplace



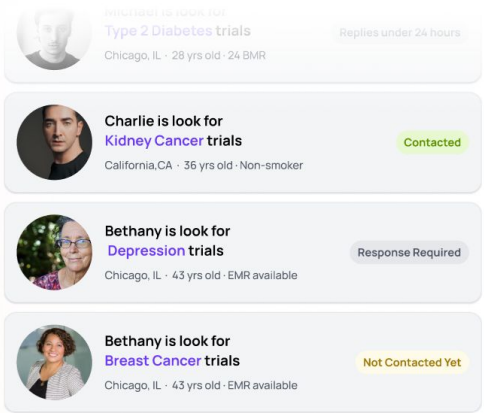
STEP 1

Patients look for trials on withpower.com every day



STEP 2

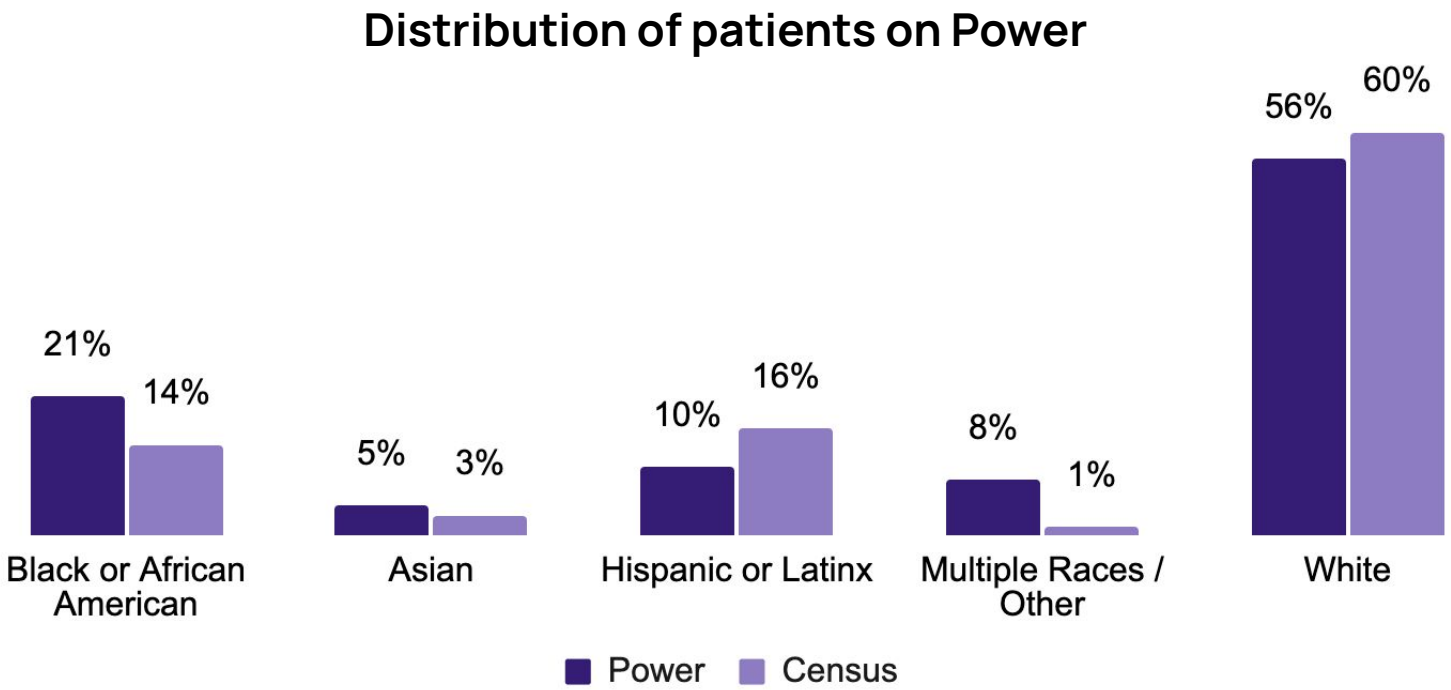
Sponsors list their trials on Power so patients can find them



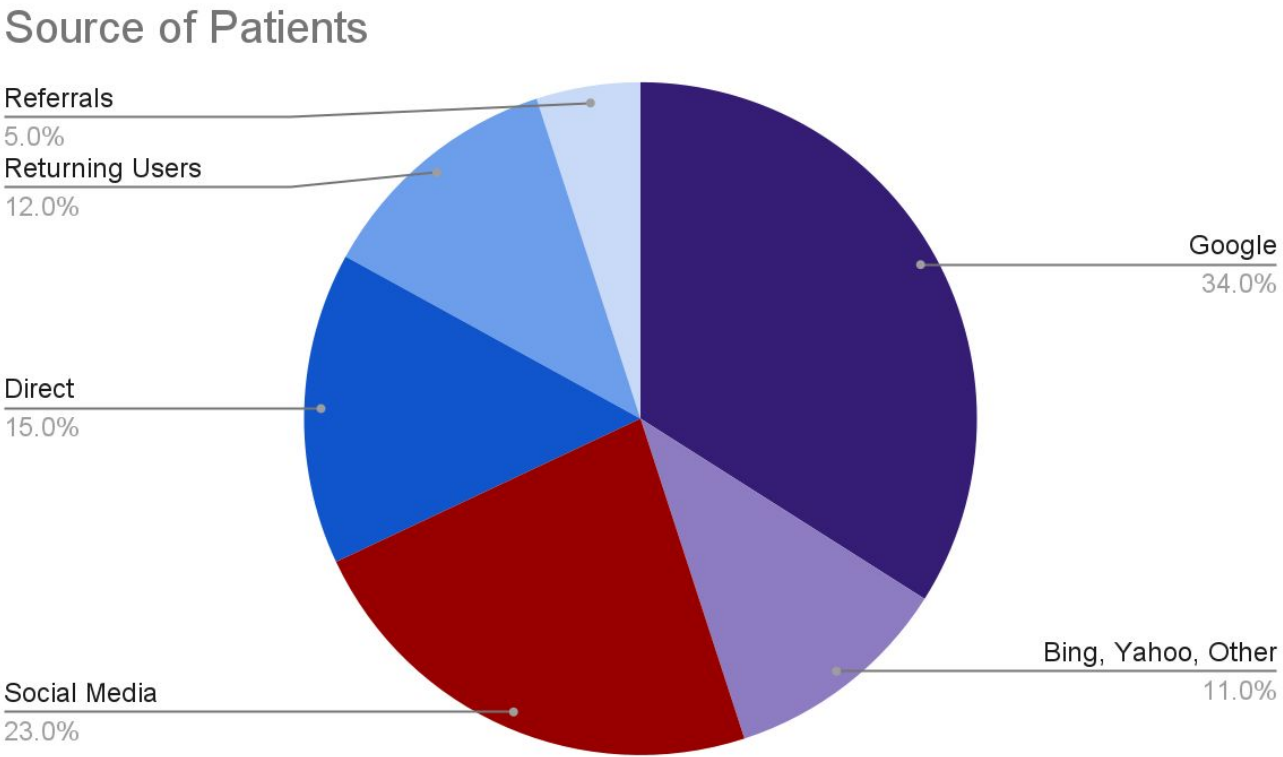
STEP 3

Sites connect with interested **Patients** nearby

44% of patients on Power are non-white



77% of patients are acquired organically



Power = more engaged patients

	Pages per visit	Time on Site	Bounce Rate
ClinicalTrials.gov	4.15	3:13 min	59.1%
Power	9.15	10:17 min	46.9%
Engagement Lift	2.2x	3.25x	-20.6%

Source: Similar Web

Case Study: JH Study Team

Effects of Electrical Stimulation on Verbal Learning in Typical and Atypical Alzheimer's Disease

Jessie Gallegos
Language Neuromodulation Lab
Program Coordinator & Sr. Researcher

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

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
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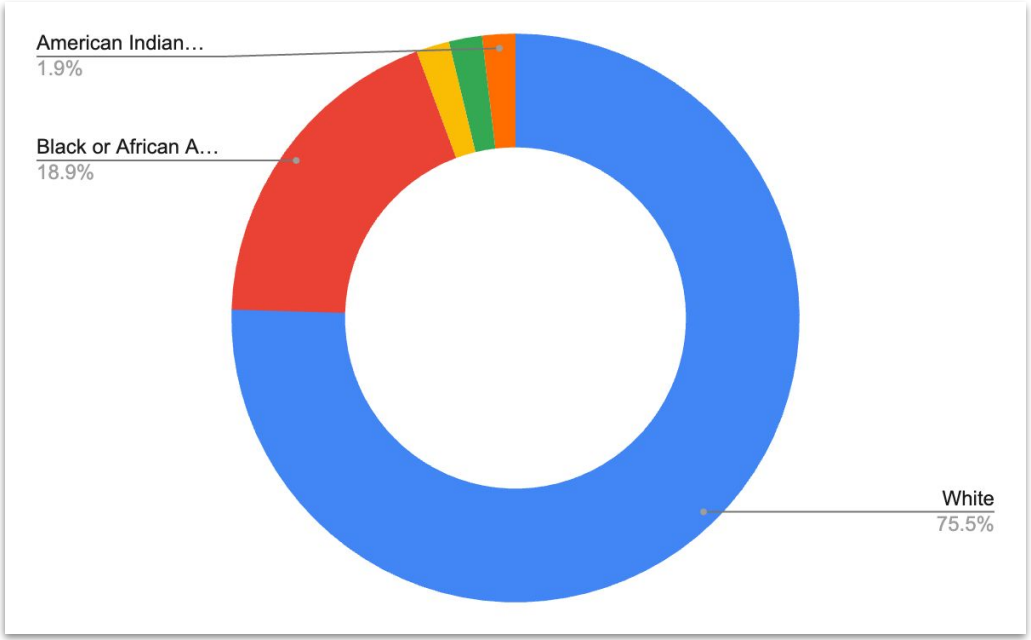
Power Referrals - Diversity Distribution



2x increase in screening visits, 3 enrollments

Power gave us access to a new patient pool.

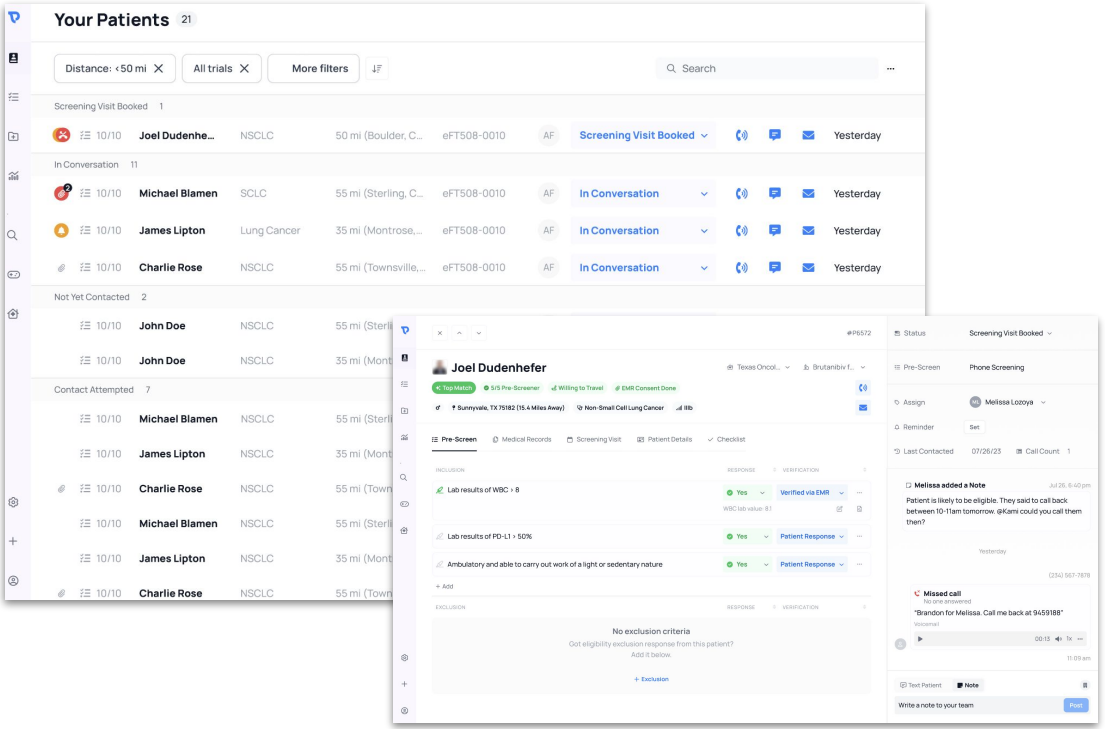
We tripled the number of screening visits for participants with AD since September.

Identified **3 healthy volunteers for enrollment** in our control group

Funnel Data	Power Results
Patients pre-screened	48
Qualified patients	23
Screening visits booked	8
Enrolled patients	3

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

Tony Keyes
Program Administrator,
Institute for Clinical and
Translational Research

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 using 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?

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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

Services	Description	Team Selections
Power Study Page & Pre-Screener	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.	✅
Referrals Management Platform	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.	✅
Power Registry	Registry of patients who have consented to being invited to future trials in indications of interest to them.	✅

Questions?

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Q&A Session

ⓘ Start presenting to display the audience questions on this slide.