



Case Study

The Patient-Centric Approach As a Necessity for Improved Clinical Trial Results

It is estimated that global pharmaceutical Research and Development spending amounts to approximately \$125-\$160 billion annually [1], and that failed clinical trials roughly amount to \$20 billion, which are essentially wasted every year.

Furthermore, terminated trials shatter the expectations of patients who could have probably benefited from the pharmaceutical innovations that would have materialized from successful trials.

The Challenges

Many challenges come with executing a successful clinical trial. Researchers mainly struggle with **data complexity and inaccuracy** due to using multiple systems, databases, and information portals separated from each other to collect and capture clinical study data.

The Challenges

The clinical staff exhausts a substantial amount of time and resources:

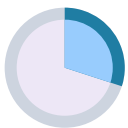


4.5 hours per day, due to data collection inefficiency



80% of clinical providers state that they “lack the ability to collect accurate data” from clinical trial participants [2].

The participants, from their side, are most frustrated with clinical trials' complexity and continuously struggle with **information overload, lack of communication, and uncertainty.**



Trial complexity leads up to 30% dropout rates from the clinical trial.



Due to the inability to communicate and receive human feedback, 40% of participants become non-adherent and non-compliant to treatment protocols after 150 days in a clinical trial.

Eventually, researchers' lack of effective engagement with the subjects is impacting their participation and overall experience [3].

Although several parties are involved in the clinical trial process, no one is solely responsible for monitoring the patient's experience.

Pharma is tasked with evaluating a drug, CROs (Contract Research Organizations) are responsible for simplifying the drug's entry into the market, and the FDA is examining the drug's overall safety. Additionally, third parties are being leveraged to recruit patients into studies.

Each party has its concerns, but no one's primary concern is patient evaluation: making sure patients fill out their diaries, attend their visits, and report their experience throughout the trial. When no one is checking on how the patient is feeling and whether they're experiencing side effects, the dropout rate skyrockets, the risk that the drug will eventually be denied by the FDA increases, and the patient's safety is in jeopardy.

All these factors result eventually in lost time, unnecessary costs, and lost market opportunity.

The Solution

Clinical trials essentially pose a two-part problem: no one is communicating with the participants, and even when communication does occur, the nature of clinical trials makes it difficult to do it effectively with all involved parties.

The Solution

For these reasons, IMNA Solutions has created TrialMe; an AI clinical trials' management platform that operates as a complete solution for decentralized and site-less clinical trials. The robust, cloud-native platform, which includes a telehealth provider dashboard and the TrialMe participant mobile App, follows participants 360° throughout their clinical trial lifecycle. The platform uses AI and deep learning capabilities to collect, extract, and analyze participant healthcare information from multiple sources, turning unstructured info into unified, real-time insights and actionable data in one consolidated source.

The mobile application seamlessly integrates into participants' lifestyles and allows to monitor, engage, and communicate with participants from the comfort and safety of their homes.

The platform provides the constant and continual connection between participants and research teams, to accelerate results and improve trial outcomes. It exceptionally reduces participants' abandonment rates and enhances operational efficiency in clinical trials, leading to quicker trial finalization and increased revenues.

The accurate, real-time collected data allows researchers to quickly re-engineer treatment protocols and receive quality study data while meeting strict regulatory requirements and standards.

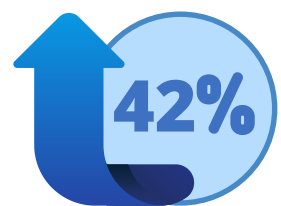
To demonstrate the platform's unique advantages and showcase its measurable results, IMNA created a commercial pilot within a wellness and chronic pain facility, that included 500 participants. Before IMNA's platform was incorporated, each participant should have completed a five treatments' cycle; however, the dropout rates were significant, and the clinical trial was at risk.

The Results

By the end of the pilot, the tests showed that there was a significant improvement in all the participants' related parameters.



Increase in
Patient Engagement



Increase in
Patient Adherence



Increase in Monthly
Revenue Growth

The Results

IMNA's goal was to help establish trust between the patient and the trial and to give the patient a voice in the process. By incorporating a patient-centric approach and secure communications technology in the clinical trial process, patients' data didn't fall through the cracks, and drop-out rates were reduced.

Additionally, there was a significant increase in the revenue growth and the trial's overall success rate.

This further supports that "technology as a solution" is the future the industry is headed toward, to reduce the costs of clinical trials and shorten treatments' time-to-market.

About IMNA Solutions

IMNA Solutions, founded in 2014, is a digital health SaaS platform that provides informed care technology for better, faster, and shared decision making. Our platform is designed to deliver quality data while saving crucial time and resources for Pharma companies and researchers.

Our AI platforms are being implemented and used by leading strategic partnerships, medical institutions such as Israel's two largest HMOs, and private customers. As IMNA stands for "I'M Not Alone," we are on a mission to ensure that no health provider, researcher, or participant feels left behind.



To learn more please visit www.imnasol.com
or contact us at info@imnasol.com