CASE STUDY

Rolling Start-Up Key in Global Observational Cohort Study for Patients with Psoriasis

UBC Successfully Managed Global Observational Study with Customized Service Offerings

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SITUATION

UBC was selected by a large biopharmaceutical company to manage a 5 year (2 year enrollment, 3 year follow-up) observational cohort study for patients with moderate-severe psoriasis who are initiating or switching to a new biologic. The global study spanned 268 sites across 23 countries in North America, Latin America, Europe, Asia, Middle East, and Australia and included 3,200 patients in routine care setting.

The observational study was designed to compare treatment effectiveness in three patient cohorts, each prescribed a specific biologic treatment in clinical practice, as well as to compare improvement in patient-reported outcomes (PRO) across treatments.

CHALLENGES

Several key challenges confronting the study included:

- Patient and physician recruitment
- Varying product launch timelines based on country
- Site engagement over 5 years
- EDC/ePRO completion compliance
- Varying country timelines between baseline and dosing

SOLUTIONS

UBC's highly experienced and intuitive team implemented several key actions to address study-specific challenges. The success of the program was a result of stellar project management and support, which included the following comprehensive, customized UBC solutions:

- Communication with sponsor country affiliates
- Country start-up prioritization based on product launch timelines
- Engaged sites including distribution of newsletters/flash emails
- User-friendly EDC/ePRO
- Timely completion of virtual investigator meetings

RESULTS

UBC engaged with the sponsor country affiliates to identify and prioritize key investigator sites. This efficient communication process ensured that country start-up activities were aligned with product launch timelines, resulting in expedited site activation and patient enrollment. Throughout the study, the team maintained study engagement with frequent and responsive communication with the sites and the sponsor country affiliates. This ensured sites were well-informed of the status of the study and any changes. UBC's proprietary technology, including our user-friendly EDC/ePRO, were implemented to streamline and enhance the data capture process. This alleviated the burden on site staff, subjects and study team, resulting in a high compliance rate for EDC/ePRO completion.

To learn more about our customizable services and solutions, please visit ubc.com or email us at contact@ubc.com.

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