Science 37

# **Case Study:** Atrial Fibrillation (AFib)

**Phase 3 | Cardiology**

## Challenge

Enrollment for this Phase 3 atrial fibrillation study was challenging due to strict protocol criteria and a target population largely aged 65+. Many lived far from sites and were unwilling to travel, limiting enrollment. Recruitment was initially slow, with major drop-offs throughout the funnel—especially during medical record collection and review, which delayed consent and screening. The study also required multiple approvals, calling for an agile and responsive approach.

## Solution

Science 37 deployed its Direct-to-Patient Site, allowing participation from home regardless of location. After a slow start, the team quickly pivoted—collaborating closely with the sponsor to improve recruitment. Key changes included simplifying eligibility checks, expediting medical record reviews, and streamlining consent. Science 37 also brought in a third-party partner and additional investigators to boost conversion. These interventions dramatically accelerated enrollment, positioning Science 37 as the most improved provider on the study.

## Lessons Learned

This study revealed several important recruitment insights. Maintaining investigator continuity from medical record review through study visits helped build trust and reduce delays. Collecting records from both primary care and cardiology providers ensured accurate eligibility assessments and prevented late-stage exclusions. Lastly, aligning the prescreening questionnaire with CHADS-VASc criteria improved initial patient qualification and reduced unnecessary follow-up.

## Science 37 Results

### Effective Problem-Solving and Collaboration with Sponsor

Redesigned the prescreening process to address strict eligibility requirements and overcome initial enrollment delays

**Enrolled**

**72**

**Patients within 8 Months**

## Direct-to-Patient Participant Survey Results

**100%**

**felt comfortable with staff and would participate again**

**51%**

**prefer fully remote**

**49%**

**prefer hybrid**

**0%**

**prefer traditional**

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