



FACT SHEET APEXON & SALESFORCE

# PATIENT ENGAGEMENT FOR CLINICAL TRIALS



salesforce

Single system of engagement for a guided and intuitive patient experience – from enrollment, onboarding and patient education to protocol adherence, wellness checks, and adverse event monitoring

**Advancements in healthcare will always be necessary to improve quality of life. Yet, clinical trials are riddled with complications that derail progress. Patients, physicians, and trial research associates all face challenges throughout the clinical trial process.**

- 30% of patients drop out, often because they don't fully understand what they're getting into
- 40% of trials have difficulties with enrollment
- 85% of trials fail to retain enough patients

Poor patient engagement results in patients dropping off in the middle of the trial. Poor enrollment and retention cause non-compliance, trial delays, and even failures at times, resulting in budget overruns. Research associates depend on disparate systems for trial management including spreadsheets, which impacts productivity, employee experience, and compliance adherence. Patients, physicians, and trial coordinators deserve something better.



## ACCELERATE YOUR CLINICAL TRIAL MANAGEMENT PRACTICE

As a Crest level Salesforce implementation partner, Apexon can extend Health Cloud's core patient experience management capabilities to offer an omni-channel, decentralized clinical trial accelerator for managing engagement between patients, providers, and trial coordinators. The ability to quickly launch and scale clinical trials with personalized patient experience helps improve adherence to protocols and increase the probability of success in finding breakthrough treatments. And with a well-defined security layer, the entire community of care can rest assured that sensitive information remains confidential.

# KEY BENEFITS

We enable an end-to-end guided patient journey from targeted campaigns to post participation support covering enrollment, onboarding, patient education, protocol adherence, wellness checks, adverse event monitoring and more with a complete audit trail of every interaction. Faster time to market, lower cost of ownership, improved recruitment, higher participation, and personalized patient experiences are possible with Apexon's Accelerator for Clinical Trial Patient Engagement and Operations Management, built on Salesforce Health Cloud.



## Faster Time to Market

Faster turnaround time from concept to go-live



## Guided Patient Experience

Pre-defined journey throughout the entire trial cycle



## More Engagement

Improved patient recruitment and education, resulting in more participation



## Single System of Engagement

Unified view for everyone: site coordinators, physicians, and trial participants



## Lower Total Cost of Ownership

Zero additional license fees

# A WINNING COMBINATION

**Apexon is an innovative Salesforce implementation partner with rich domain expertise and multiple success stories.**

We can enable user-centric decentralized clinical trials with Salesforce Lightning Scheduler for Care Program Management, 360° visibility to the care team, along with actionable insights. Leveraging the Salesforce Health Industry Solution Suite—Health Cloud, Marketing Cloud, and Experience Cloud—Apexon's Clinical Trial Accelerator provides an enhanced experience for the entire community of care. Together, we are helping improve clinical trial patient engagement and build a better quality of life for all.



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

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## FEELING SOCIAL?

