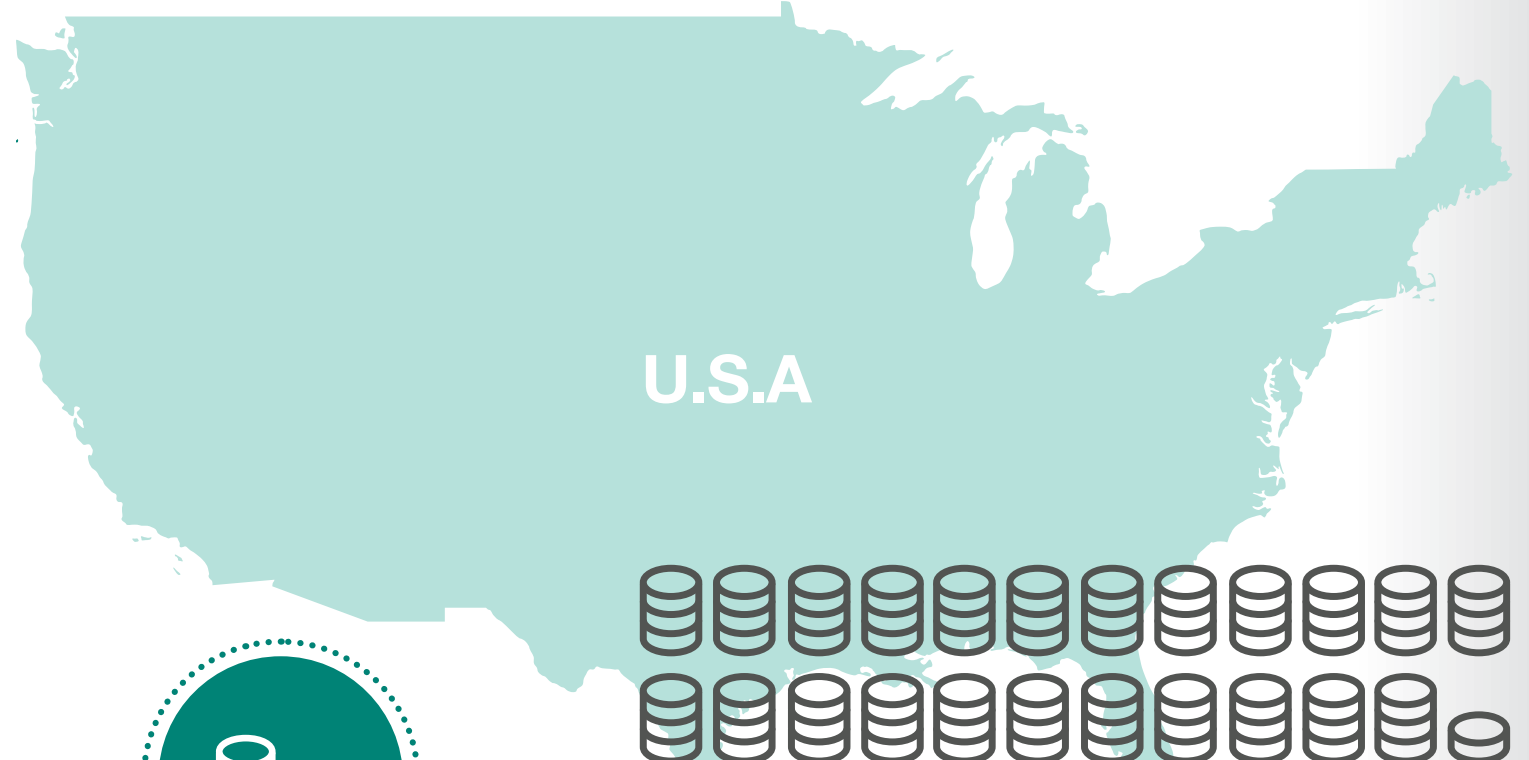


TRANSFORMING ONCOLOGY TRIAL PATIENT RECRUITMENT WITH COGNITIVE COMPUTING

PATIENT RECRUITMENT TODAY IS BROKEN



Recruitment demands **32%** of a trial's budget²



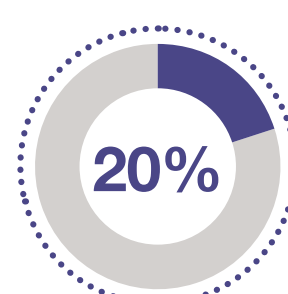
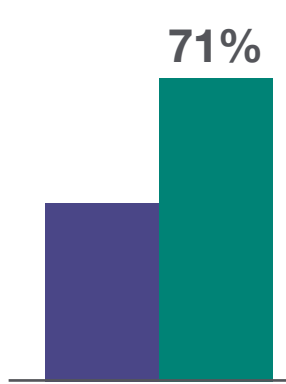
Cost per completed patient can reach **\$1,300**³



DRUG DEVELOPERS SPEND \$1.2 BILLION ON PATIENT RECRUITMENT¹ EVERY YEAR



PAUCITY OF PATIENTS REQUIRED EXTENDING THE AVERAGE ONCOLOGY TRIAL'S RECRUITMENT PERIOD BY 71%⁴



After timeline extension, **20%** of sites still failed to reach goals or even enroll a single patient⁴

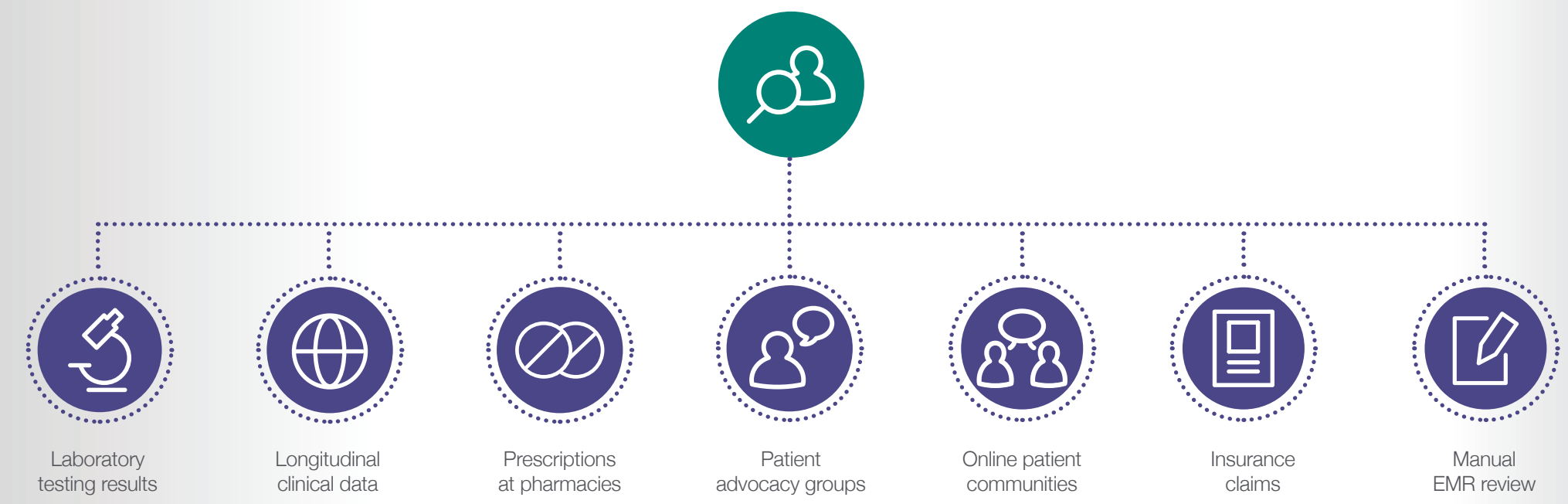


Each day of delay sacrifices between **\$600,000** to **\$8,000,000** in revenue⁵

RECRUITMENT BY ADVERTISEMENT IS DIFFICULT TO PREDICT

1 HOW CLINICAL TRIALS FIND PATIENTS

Site selection and recruitment plans based on indirect data sources that, due to regulations, cannot identify the actual patients



2 HOW PATIENTS FIND CLINICAL TRIALS

Advertisements push patients to doctors

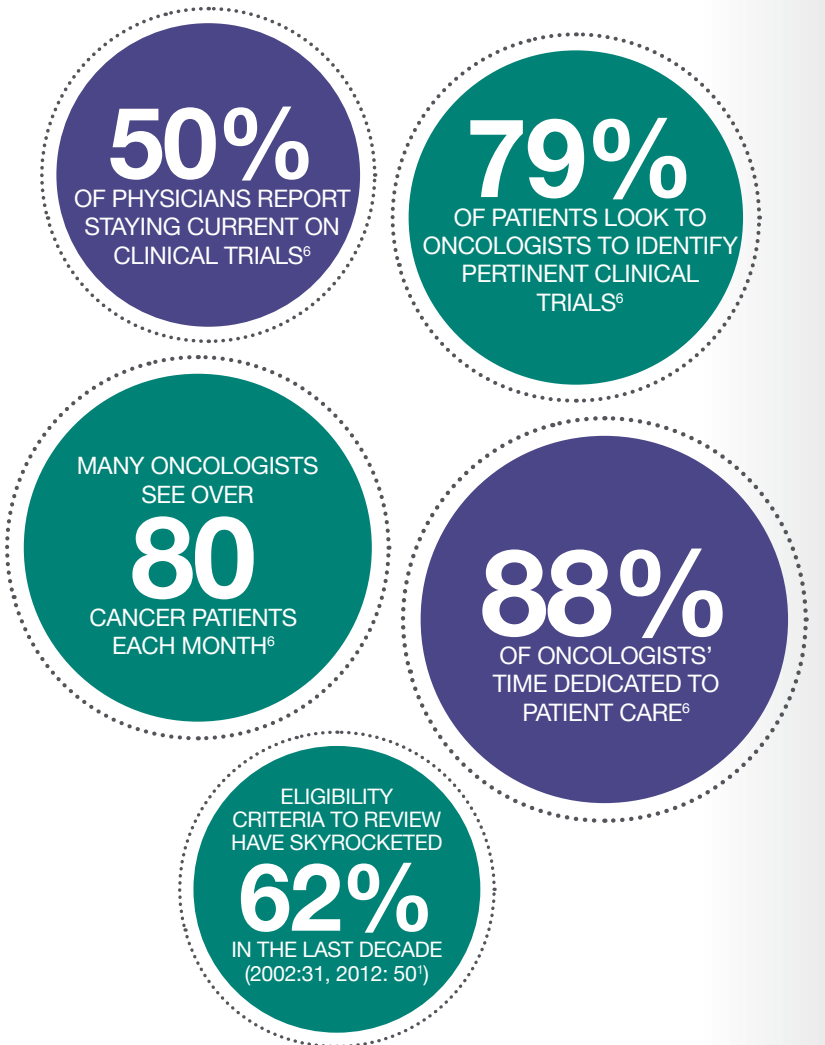


3 ENROLLMENT FREQUENTLY FALLS SHORT OF ESTIMATES

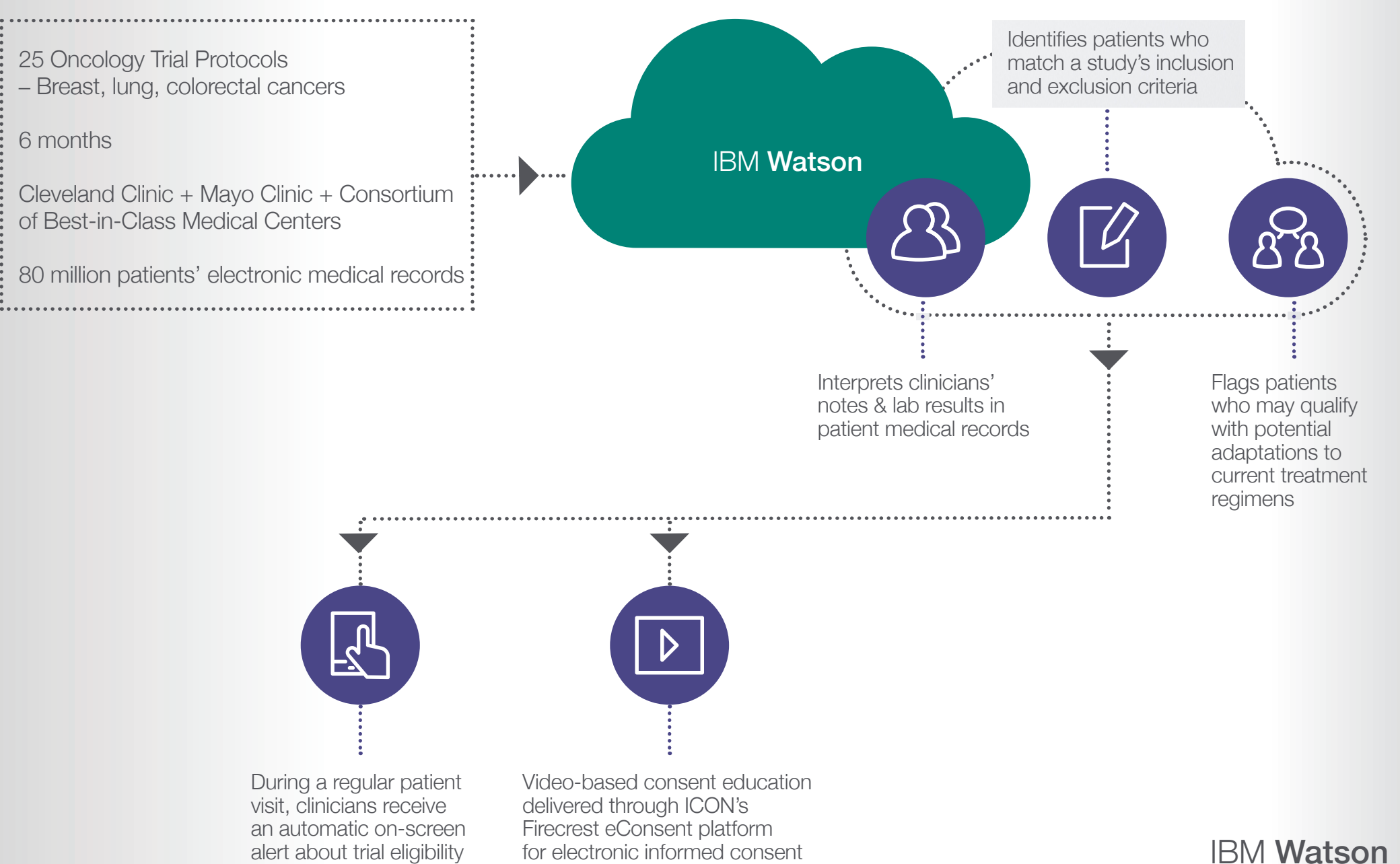
- Site A - 12/18
- Site B - 22/30
- Site C - 29/40
- Site D - 18/18
- Site E - 40/40



ONCOLOGISTS ARE HAVING A HARDER TIME FILLING IN THE GAPS



ICON-IBM WATSON PILOT PROGRAM & THE FUTURE OF CLINICAL TRIAL RECRUITMENT & PLANNING



GOING FURTHER: IBM WATSON CLINICAL TRIAL MATCHING AND ICON MAY ACCELERATE STUDY PLANNING & FEASIBILITY

