

Global Alzheimer's Platform Foundation® (GAP) Characterizes Successful Free Memory Screening Programs

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Background

Identification of eligible trial participants is essential to successful Alzheimer's disease (AD) research. Participants are needed for more than 250 actively recruiting clinical trials in the US. Over 5.8 million Americans are living with AD – many of whom have not been formally diagnosed. Physicians are often unaware of or have limited time to assess their patients' cognitive impairment. Free memory screen (FMS) programs at research sites provide the ideal environment to identify potential trial participants.

Methods

The Global Alzheimer's Platform Foundation® (GAP) developed the GAP Participant Services (GPS) program to provide AD trial-specific, concierge-level support for sites in the GAP Network (GAP-Net). Characteristics of successful FMS were collected from over 500 GPS Liaison in-person visit reports since Jan 2018. In addition, 16 GAP-Net sites completed a detailed survey in 2Q2020 on characteristics and outcomes of their FMS programs. Success was defined as the ability to convert an FMS participant to a trial-specific screen or randomization.

Results

- Successful FMS programs have common elements – regardless of the type or size of site.
- FMS programs are valued as a recruitment tool. Sites dedicate time and staff resources to conduct up to 24 FMS / month (more if site size permits).
 - Multipronged approaches that reflect their community are used to promote and schedule FMS.
 - FMS are efficient and occur in 30 to 60 minutes. They focus on information needed to determine next steps.
 - Having access to a minimum of three assessment tools to leverage, as needed, based on patient presentation.
 - Finally, follow up to FMS occurs within 24 hours. Rapid follow up is essential to convert the FMS participant to a clinical trial participant. The likelihood of a subject's willingness to participate drops from 98% when contacted by the site within 1 day, down to 75% after 3 days, and down to 30% after approximately 1 week.*

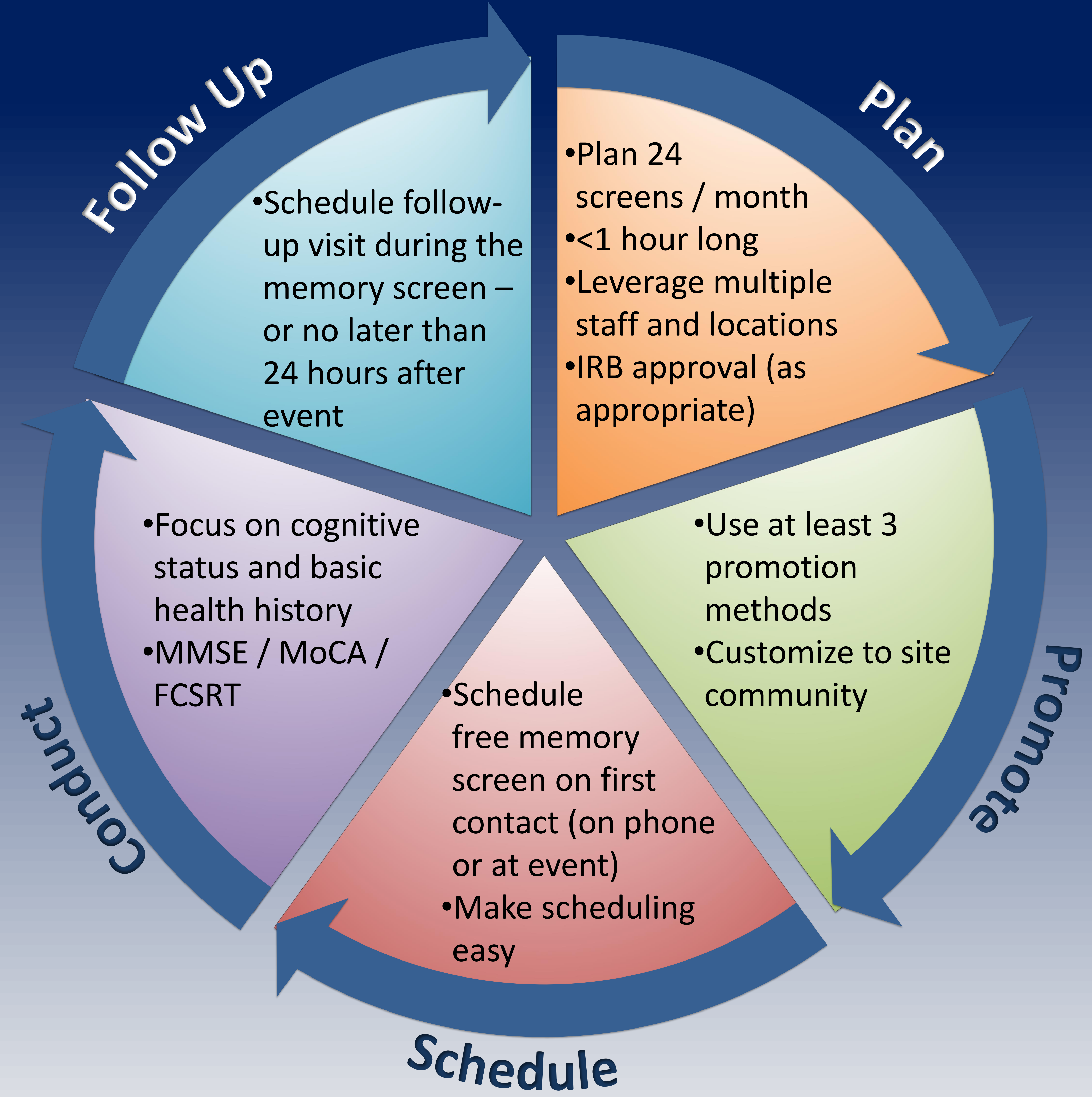
Conclusions

FMS programs serve as a valuable recruitment tool for AD clinical trials. Replicating the components of a successful site-level FMS program may result in identifying qualified candidates and lead to more rapid trial enrollment.

* Harper B. [Q&A] Operational Considerations When Advertising for Patient Recruitment. Forte Research Web site. <https://forteresearch.com/news/qa-operational-considerations-advertising-patient-recruitment/>. Published February 16, 2017. Accessed June 25, 2020.



Characteristics of a Successful Free Memory Screen Program



- Foundation for successfully converting leads to screens to participants:
- Value free memory screens as a recruitment tool. Invest staff time and resources in a regular memory screening program.
 - Set goals for memory screens and monitor success.