PATIENTS as PARTNERS
in Clinical Research

Building Scalable, Patient-Centric Clinical Trial Websites to Improve Global Recruitment and Access

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The views and opinions expressed by the speakers are their own and should not be attributed to their employer

Today's Journey With You

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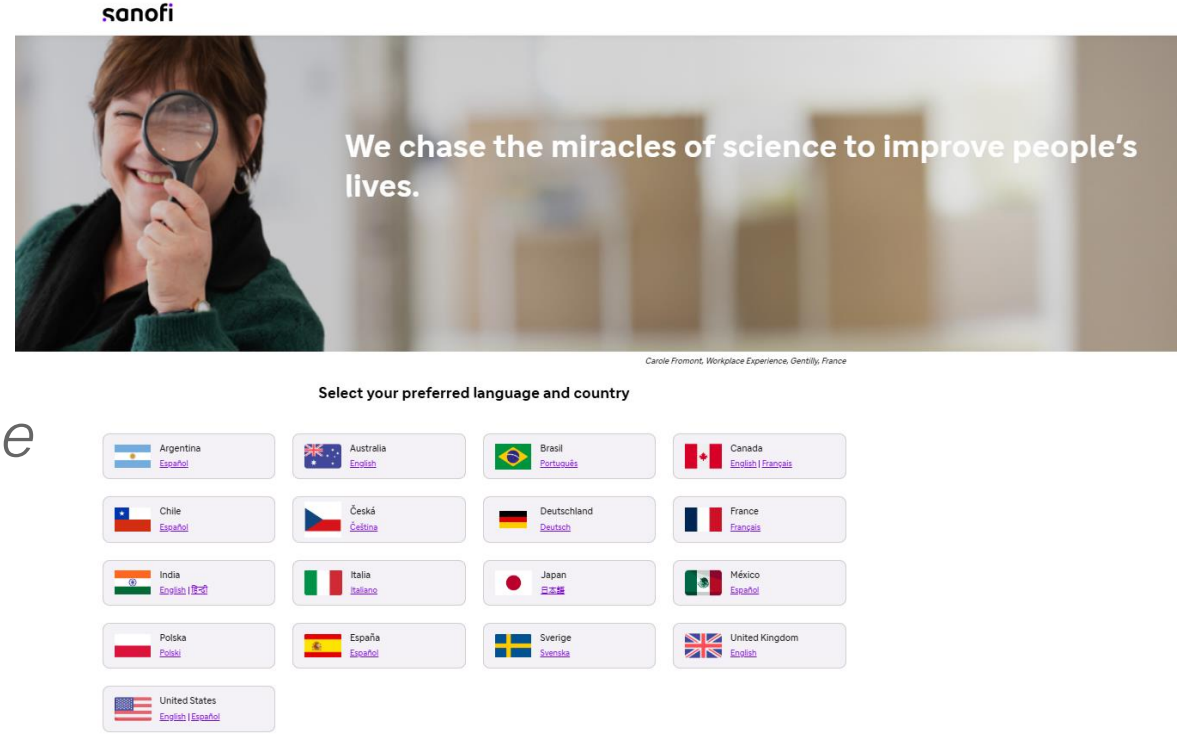
Chapters

1. *Our Vision*
2. *The Solution*
3. *Five Years of Impact*
4. *Challenges Overcome*
5. *What's Next*



The Catalyst: 2020

A Turning Point

2020 changed how the world views clinical research & how we engage with the patients we serve

Our Mission

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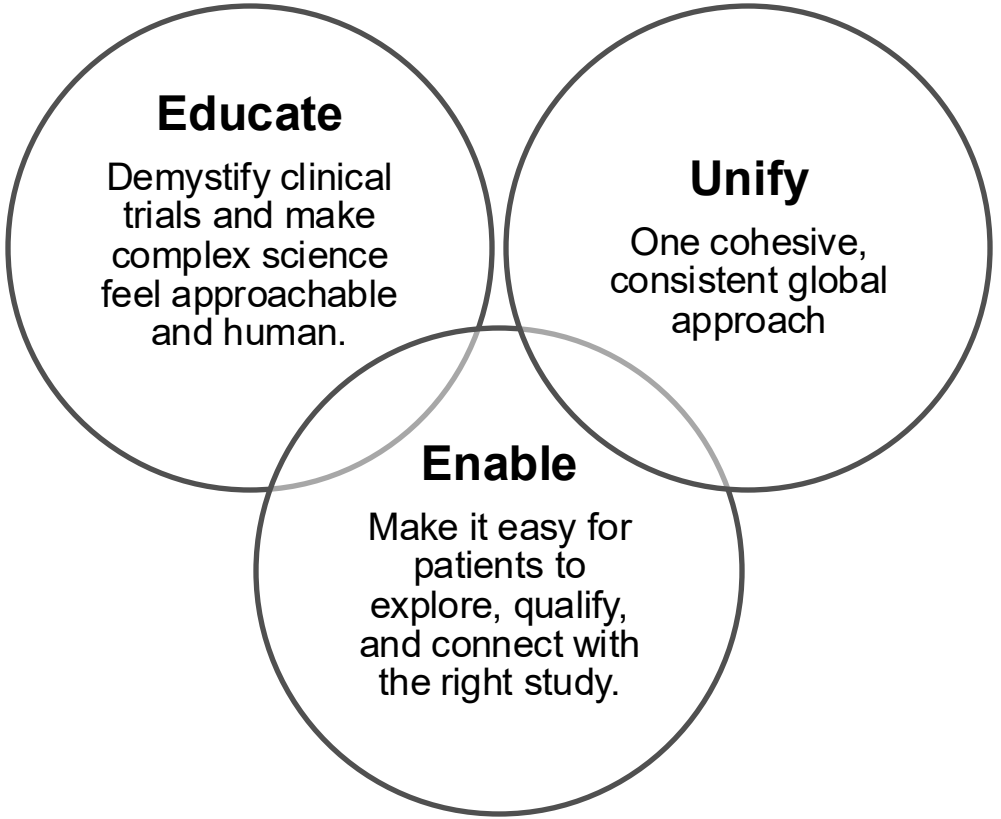
Patient-Centered Goals

We set out to put patients at the heart of clinical research—giving them the tools, knowledge, and confidence to explore trials that could change their lives.



The Solution: Truly Global

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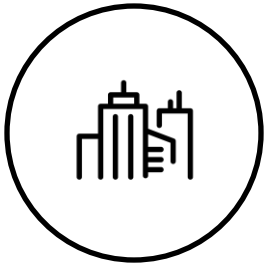
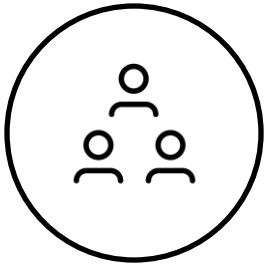


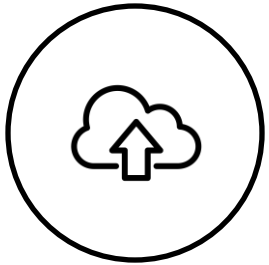
18 countries

Launched across 4 continents, reaching patients where they are



20 languages

Fully localized content so every patient reads in their own language



AI-Powered

From listing site to intelligent trial finder—powered by cutting-edge AI

1 Domain

A single, unified platform delivering a seamless global experience.

SanofiStudies.com

5 Years of Impact & Innovation

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390K+ visitors

From launch in one country with one study specific website to global website with ___ referrals

AI Innovation: Before & After

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This is a phase 2, multinational, multicenter, randomized, double-blind, placebo-controlled, dose-ranging study to evaluate the efficacy and safety of SAR441566 in adults with moderate to severe Crohn's Disease (CD). The primary objective of this study is to assess the efficacy of different doses of SAR441566 compared with placebo in participants with moderate to severe CD.

This study will include a screening period of 4 weeks (+7 calendar days if needed), followed by the Main Study (MS) treatment period, lasting 52 weeks. The MS period include a Double-Blind (DB) treatment period with 12 weeks of induction followed by 40 weeks of maintenance. At the end of 52 weeks in the MS period, eligible participants from MS period will be offered a Double-Blind Maintenance Extension (DBME) period for up to 52 weeks.

Additionally, an Open Label (OL) period of up to 92 weeks will be offered to eligible participants. The combined duration of the DB maintenance and OL periods cannot exceed 92 weeks, while the sum of the DBME and OL periods may not exceed 52 weeks, depending on when participants switch.

Eligibility Criteria

You may be eligible for this study if you meet the following criteria:

- Conditions: Crohn's Disease
- Age: 18 years - 75 years
- Gender: All

BEFORE

Inclusion Criteria:

Participants are eligible to be included in the study only if all of the following criteri

1. Male or female participants aged 18 to 75 years at the time of signing the ICF
2. Confirmed diagnosis of CD for at least 3 months prior to Baseline
3. Confirmed diagnosis of moderate to severe CD as assessed by:
   - Crohn's Disease Activity Index (CDAI) score and the Simple Endoscopic S on an endoscopy confirmed by a central reader
   - stool frequency (SF), abdominal pain (AP) score
4. History of prior exposure to standard treatment (5-ASA, steroids, immunomod or antibiotics) or advanced therapies (biologics or small molecules), but havin response to or intolerance to at least one of these therapies

AI Simplified | Original | AI-powered

Investigating an Investigational Medication for Moderate to Severe Crohn's Disease

AFTER

Recruiting | 18 years - 75 years | All

This study investigates an investigational medication for adults with moderate to severe Crohn's Disease, a condition that causes inflammation in the digestive tract, leading to symptoms like abdominal pain and diarrhea. The purpose of this study is to compare the effectiveness of different doses of the investigational medication to a placebo, which is an inactive substance that looks like the investigational medicine but does not contain any medicine.

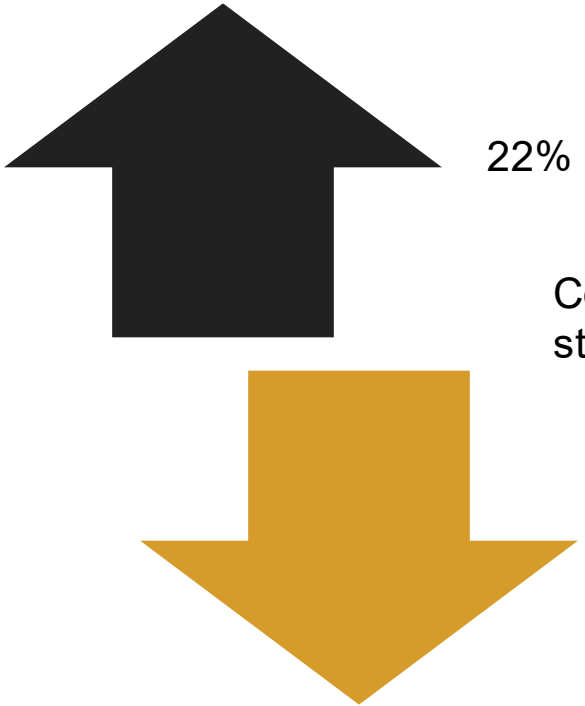
Participants will undergo various procedures, including a screening period and a main study treatment period. The main study includes a double-blind treatment phase, where neither the participants nor the researchers know who is receiving the investigational medication or the placebo. This phase consists of an induction period lasting 12 weeks, followed by a maintenance period of 40 weeks. Eligible participants may continue into an extension period and an open-label period where all participants receive the investigational medication.

- **Who can participate:** Adults aged 18 to 75 with moderate to severe Crohn's Disease for at least 3 months can participate. They must have an inadequate response or intolerance to standard therapies and be on stable doses of standard treatments.
- **Study details:** Participants will take part in a double-blind study receiving either the investigational medication or a placebo, which is an inactive substance. They must follow specific treatment regimens and attend regular study visits.
- **Study timelines:** The study will last 52 weeks.

Automation

Complex study details from ClinicalTrials.gov were transformed into patient-friendly content and machine translated.

Results



22% improvement in readability

Content organization improved dramatically from initial poor structure scores (2-6/10) to near-perfect scores (9/10)

83% reduction in redundancy

Challenges We've Overcome

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Regional

Navigating diverse regulatory landscapes across countries required deep local expertise and constant collaboration with regional teams

Stakeholders

Coordinating across Sanofi teams, technology partners, and country leads demanded clear communication, shared vision, and relentless alignment

Technology

Integrating AI, ClinicalTrials.gov data, and multilingual translations at scale—while maintaining accuracy and compliance—pushed the boundaries of what's possible

Innovations Ahead

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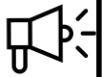
- Website and pre-screener content creation and design
- Patient navigators for personalized guidance
- Site support and referral management
- Automated scheduling and follow-up

Expanding AI Capabilities



- Redirect and match patients with suitable alternatives, if not eligible initially
- Enhanced ongoing communication throughout the study

Deepening Patient Engagement

- Streamlined content development
- Optimized pre-screening workflows

Standardizing End-to-End Recruitment

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Thank you!

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