

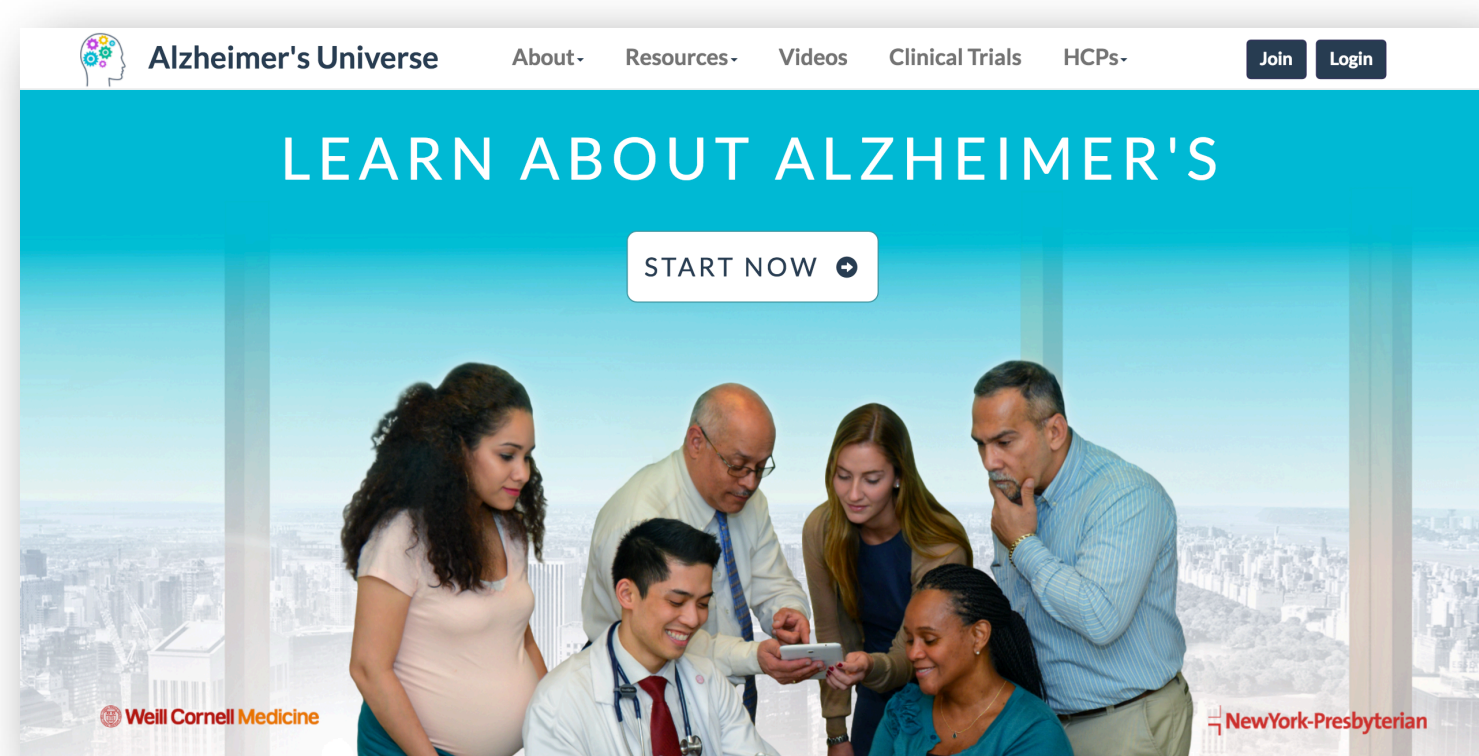
Effectiveness of AlzU.org on Alzheimer's disease prevention clinical trial recruitment, registry enrollment, and advocacy

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Background

➤ Alzheimer's Universe, (www.AlzU.org), is an online educational tool created for Alzheimer's disease patients, family members, caregivers, and healthcare providers



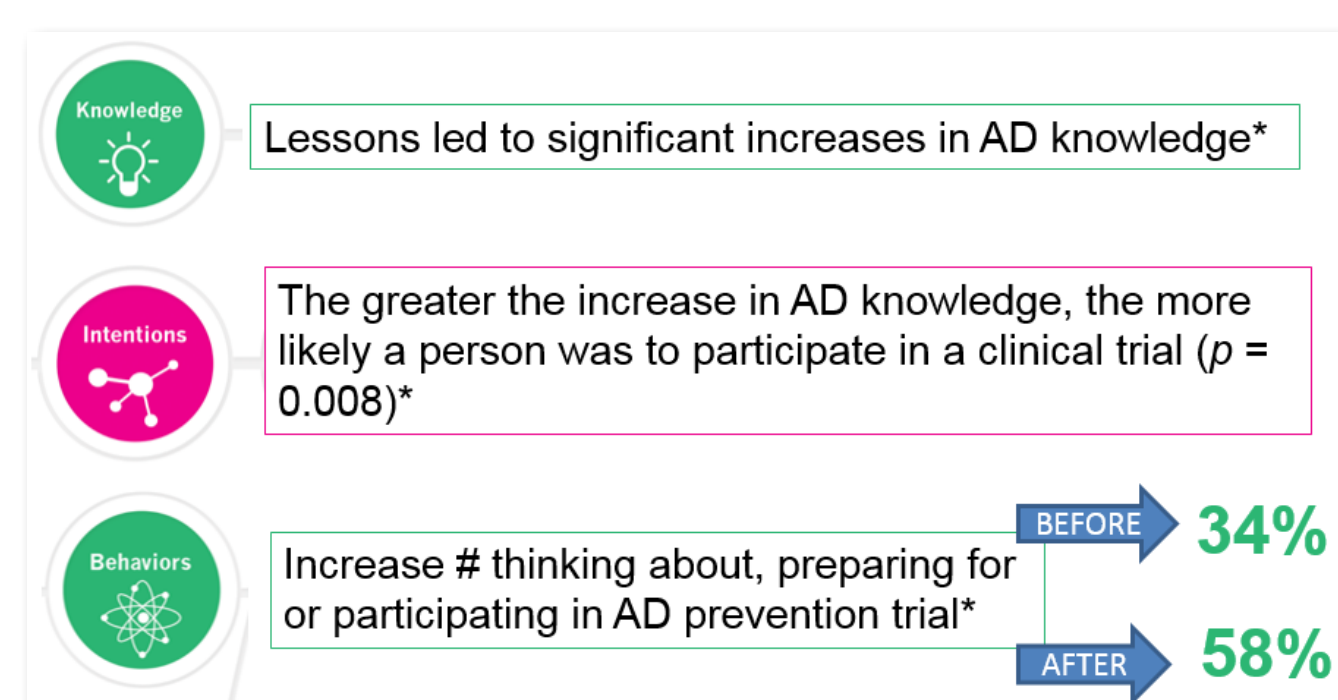
➤ AlzU.org offers an evidence-based online course consisting of interactive lessons and activities that are available in English (Spanish content coming soon) and have been viewed in 36 countries worldwide.

Alzheimer's Universe www.AlzU.org



Fast forwarding research throughout the world
(36 countries, >125k visits)

➤ AlzU provides an efficient mechanism of educating the public about AD as well as ongoing AD clinical trials and has previously been shown to increase willingness to participate in an AD prevention trial (Isaacson et al. J Prev Alz, 2014)



➤ Strategies such as these that reduce enrollment barriers could help to expedite clinical trial recruitment, ultimately accelerating research advances

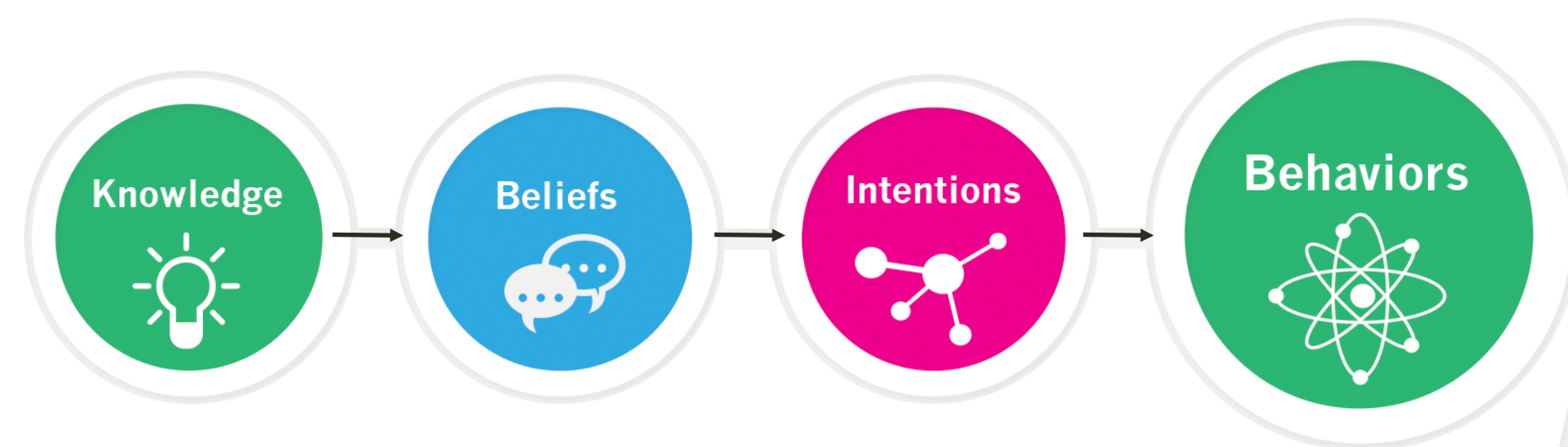
Purpose

➤ This study evaluated the effectiveness of Alzheimer's Universe, AlzU.org, on recruitment and enrollment into the Anti-Amyloid Treatment in Asymptomatic Alzheimer's Disease (A4) study



➤ The primary outcome of the A4 study is to test the efficacy of the monoclonal antibody solanezumab in slowing cognitive decline in amyloid-positive subjects. Secondary outcomes will evaluate the effect of solanezumab on delaying the progression of AD related brain injury on imaging and other biomarkers.

Methods



AlzU.org has shown significant changes in Knowledge
→ But can it change Beliefs and Intentions?
→ Leading to key changes in Behaviors?

Subjects

➤ Men and women ≥ 25 were recruited from Facebook.com, multiple media sources, and a variety of other partner sites, and subsequently completed AlzU.org by web or mobile device

AlzU Course

➤ The AlzU course consisted of 5 interactive lessons, each 6-16 min (64 min total) and 12 optional activities, Fig. 1a

➤ Each lesson created was evidence-based and independently peer-reviewed by a multi-disciplinary team of AD healthcare providers

➤ Detailed questionnaires were collected at the following timepoints:

- 1) Baseline
- 2) Within 14 days post-course completion
- 3) 3 months post-course completion

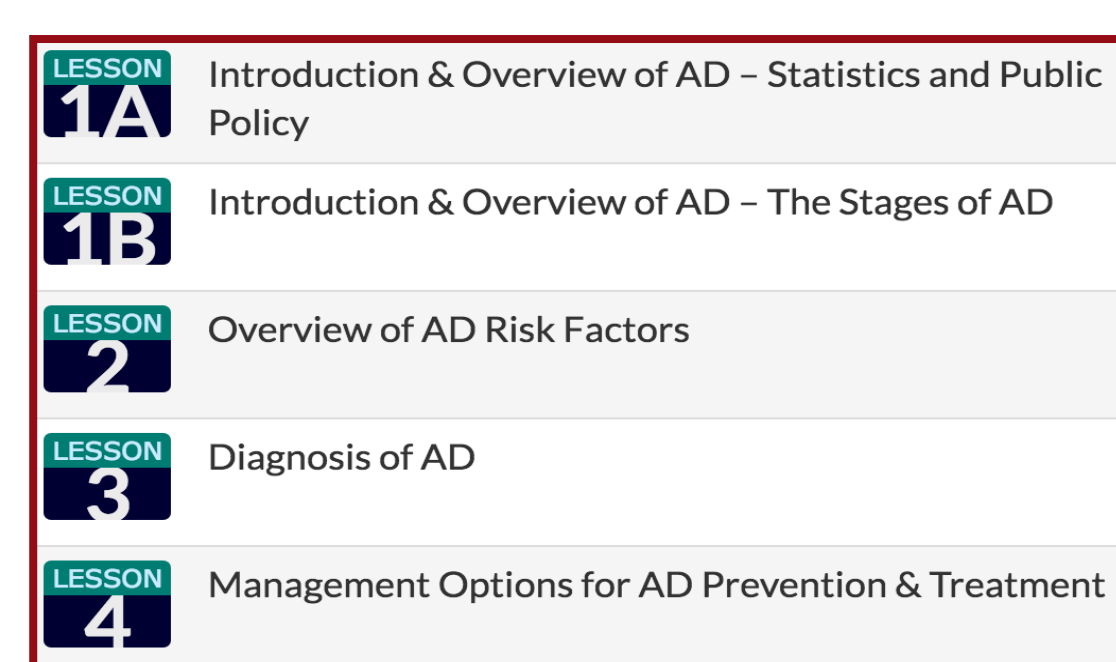


Fig. 1a

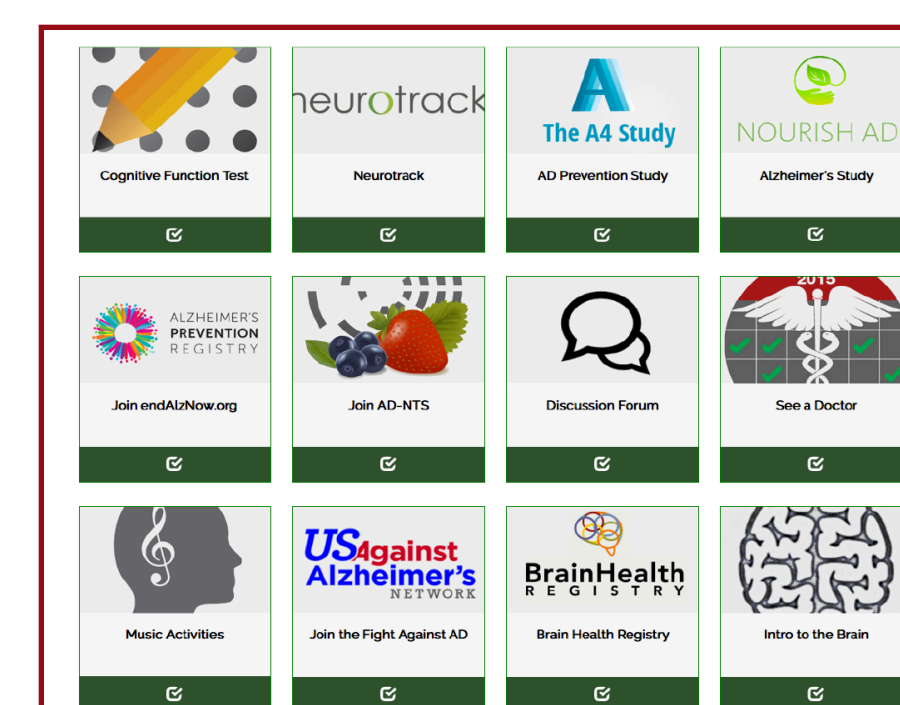


Fig. 1b

Figure 1. 1a) AlzU.org interactive lessons. 1b) AlzU user activities include links to clinical trial screeners, patient registries, and advocacy initiatives, validated cognitive assessments, as well as diet and lifestyle trackers among other resources

Measures

Primary

➤ Number and rate of AlzU course completers eligible for A4 who later screened for, and/or enrolled, in the study



Secondary

➤ Number of AlzU users who joined an Alzheimer's clinical trial registry (endalznow.org, brainhealthregistry.org) and/or advocacy initiative (Us Against Alzheimer's)



Results

Primary outcomes:

- n=3810 participants were recruited
- 729 of the 3810 met inclusion criteria for the A4 study
- 31 self-reported screening for the A4 study
- 10 reported enrolling
- Of total A4-eligible participants, 4.3% were screened, and 1.4% were enrolled

Fig. 2a

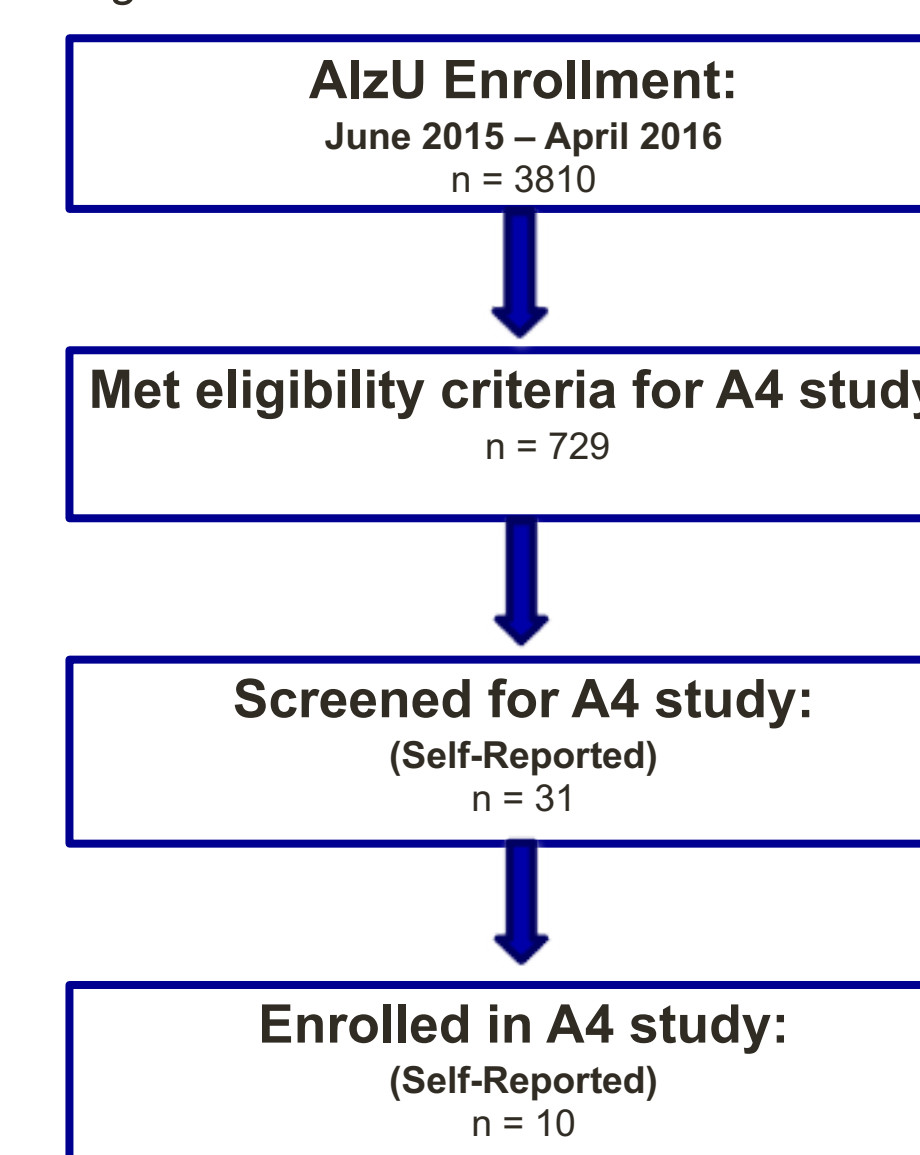
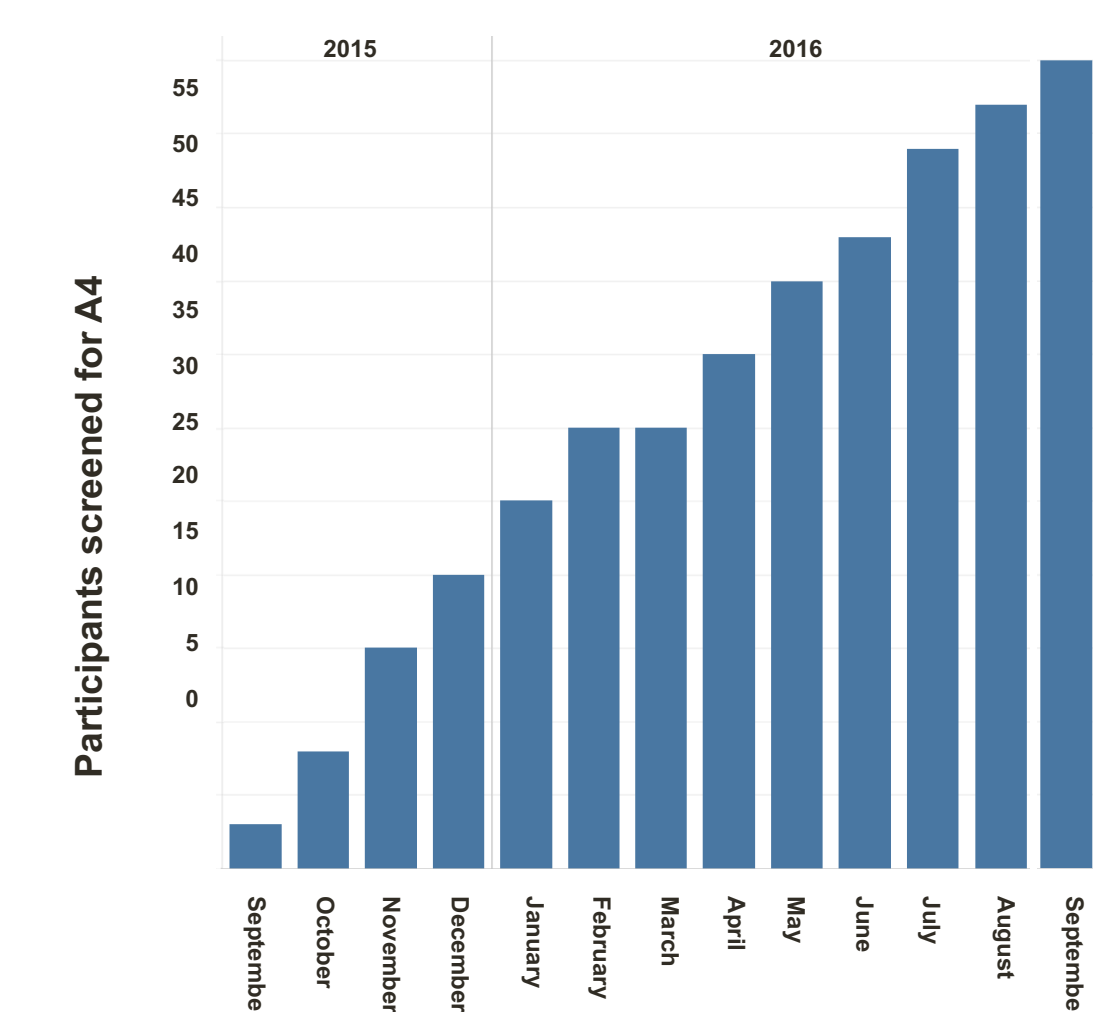


Fig. 2b
Participants screened for the A4 Study from September 2015 - September 2016



Secondary outcomes:

- Of the 729 A4-eligible participants (Fig. 3):
 - 50.0% joined endalznow.org
 - 36.6% joined brainhealthregistry.org
 - 47.2% joined the Us Against Alzheimer's email list

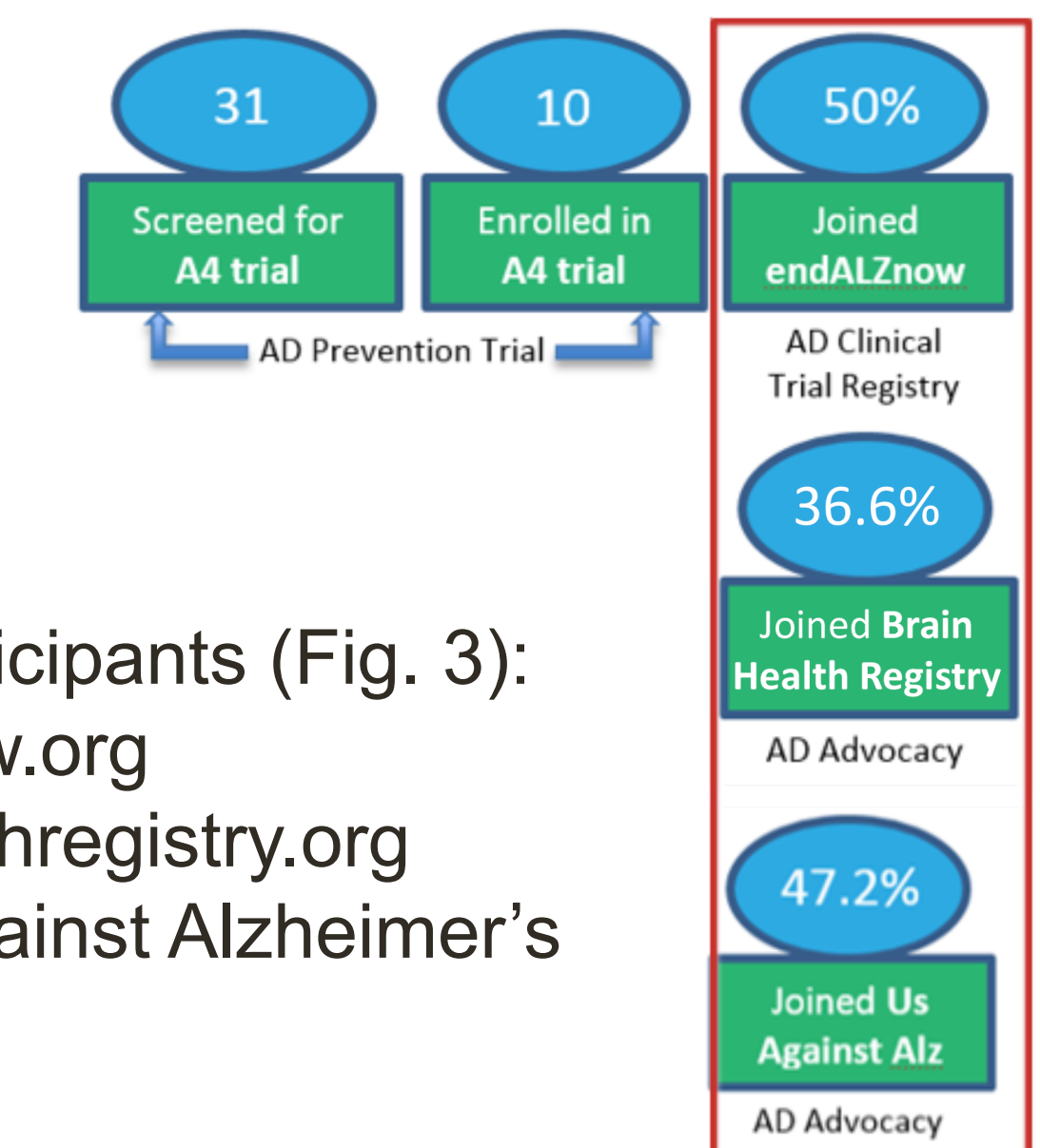


Fig. 3

Figures 2 and 3. 2a) Primary outcome measure of the flow of those AlzU users who eventually enrolled in A4. 2b) Primary outcome of the total AlzU users who screened for A4 over time was linear, averaging roughly 3 new screeners per month. 3) Examples of three secondary outcome measures in a subgroup of 729 users in the United States.

Conclusion

➤ AlzU has helped to contribute a small yet impactful number of subjects into AD prevention clinical trials

➤ Of A4-eligible participants, AlzU course completion resulted in A4 screening and enrollment rates of 4.3% and 1.4%, respectively

➤ These data suggests that in addition to willingness to participate in clinical trials, behavioral changes are also possible via AlzU course participation