



The patient's choice for clinical research

IBDconnect

Connecting you and your IBD patients to clinical research



The opportunities presented by IBD clinical trials

Inflammatory Bowel Disease (IBD) patients are often left feeling helpless and exasperated by the chronic nature of their condition, depending heavily on their gastrointestinal (GI) practice to offer alternate solutions whenever ordinary courses of treatment fail to take effect.

By participating in suitable clinical trials, you can offer your patients additional IBD therapies to address an unmet medical need. Enrolling patients in studies can position your practice as progressive and authoritative, giving them potentially life-changing options they simply would not have access to elsewhere. Clinical trials function as a solution for any patients desiring a different answer to conventional, unsuccessful IBD treatment. At the same time, they build an additional layer of clinical research expertise in your GI practice.

Clinical trials are vital to the process of improving medical care. Participating in IBD clinical trials can help you build stronger relationships and diversify your practice, with the added benefit of earning additional revenue without losing a single patient to other practices.

Challenges in IBD clinical research

It is essential to continue conducting clinical studies in incurable, chronic conditions such as IBD. Encouraging IBD patients to participate in clinical trials can improve their quality of life by gaining access to additional therapies that may address a medical need. However, many challenges are involved in finding and selecting an appropriate trial.

- Many practices do not have the time, resources or skill sets to find an appropriate trial. Clinical study enrolment can involve lengthy administrative procedures, which can strain GI specialists and encroach on their activities.
- There are a staggering range of clinical studies focused on analysing IBD sufferers. This competitive marketplace can create confusion among both GI practitioners and their patients, steering them away from exploring research opportunities at all.
- Most clinical studies require the enrolment of particular patients in specific conditions – usually IBD sufferers who are experiencing a flare-up. This isn't always easy for GIs to quickly and accurately identify, and attempting to enrol an unsuitable patient for such a trial results in wasted time for all parties.

A solution is needed to augment IBD clinical research. That solution is IBDconnect.

The IBDconnect solution

How it works

The Synexus IBDconnect solution, involves our partnering with the GI practice, working closely with you and your team to provide your patients with broader access to clinical studies that might otherwise not be available to them.



Partnering practices with IBD patients

Our team works with GI practices that are suitably equipped and have a sufficient number of IBD patients on their books, and are also situated in close proximity to a Synexus dedicated research site (DRS). This way, we can bring the IBD study to patients and their trusted physicians. Practices can be research-naïve or have limited experience in research trials. Having identified suitable practices, Synexus contracts with the GI physician to be part of the study. The patient gets to stay with the physician and practice they know and trust.

Support in research

It doesn't matter if your GI practice has a lack of experience in IBD research or has not previously partnered with a clinical trials provider. We'll work closely with you to offer the support you need in terms of training, minimising administration, and offering staff the opportunity to acquire invaluable experience in IBD research.

Increased patient reach

By adding GI specialty practices like yours - near Synexus dedicated research sites (DRS) - we can bring the IBD study to patients and their trusted physicians

For stakeholders

We are 100% focused on clinical research, producing quality data for sponsors, providing superb care to patients, and making research efficient for participating practices

26+ years of broad experience

Synexus has consistently met or exceeded our sponsors' enrolment goals since 1992 across more than 400 indications



Well-established paradigm

We have a well-established track record of working with research affiliates and other physicians to provide patients with broader access to clinical studies that might otherwise not be available to them

IBD care that's always one step ahead

Synexus' clinical research teams travel directly to your location. Our mobile clinicians deploy to the practice that requires them, resulting in a smooth, simple solution. Together, they conduct trial-related activities with virtually no increase in administrative burden. Screening visits can be done at the practice or at nearby Synexus sites.

Any clinical procedures for IBD (including colonoscopies, fibroscans and endoscopies) are performed at better reimbursement than standard insurance. The GI practice will receive revenue for these procedures and specific evaluations for the study that it performs.

Moreover, as a complementary service, Synexus can offer to refer additional pre-screened IBD patients for treatment at the GI practice - allowing GI physicians to grow their practice with patients identified and referred to their location.

The key to battling IBD is identifying any flare-ups quickly. Patients are supported with educational tools provided by Synexus, in traditional and electronic formats, to support identification and communication on potential flare status.



Synexus support network

-  Synexus staff
-  GI practice
-  GI patients
-  Additional patients identified with optional complementary Synexus support



Synexus support

Synexus staff onsite to support with the following:

- Study initialisation
- Training and tools
- Screening
- Patient consent
- Randomisation
- Study visits (at GI practice or Synexus DRS)



GI incentives

Potential incentive points received throughout the process:

- Patient recruitment to help grow practice
- Randomisation
- Procedure completion
- Completion of trial
- Study visits (at GI practice or Synexus DRS)



Patient benefits

GI patients receive education, tools, access to new therapies and are able to stay with their GI.

Optional, identification methods add additional patients

Our unique IBDconnect solution benefits all stakeholders

GI practices

As an IBDconnect partner, you and your patients will gain access to investigational drugs, clinical research experience and support. This will enable you and your team to offer patients additional IBD therapies that may address an unmet medical need. This means there is less risk of losing patients to another research physician or site. As a Synexus contractor, you will not incur increased staff or administrative burdens, and can accrue revenues that are often greater than insurance reimbursements from study-related endoscopies and other procedures.

Patients

Patients receive medication, study-related visits and can obtain additional education about their disease. They can stay with the physician and practice they know and trust while benefiting from access to new therapies that may address their unmet medical need and introduce potentially life-changing options.

Trial sponsors

IBD clinical trial sponsors receive access to a broadened pool of suitable investigator sites and their IBD patients. This can be critical to realising an enhanced enrolment opportunity in a competitive development arena. The trial also benefits from the expertise of established and experienced Synexus clinical research teams and partners.

IBDconnect

Synexus has the track record of success, turnkey infrastructure, clinical research experts, and capacity to implement such a solution to the high-demand arena of IBD trials.

Synexus can partner with you in the planning and execution of a successful IBD clinical trial. Contact us today to schedule an introductory meeting.

To find out more about IBDconnect and opportunities in clinical trials, please email our Chief Medical Officer, Dr. Dawie Wessels.

Email dawie.wessels@synexus.com | Visit synexus.com



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