



Case Study 1

Atopic Dermatitis

A Phase I/II Randomised, Adaptive Design, Double-Blind (3rd Party Open), Placebo Controlled, Parallel Group Study To Determine The Safety, Tolerability, Pharmacokinetics And Efficacy Of Twice Daily Application Of A Topical XXXXX (1%W/W) Ointment Administered For Up To 2 Weeks In Adult Healthy Volunteers And Patients With Moderate To Severe Atopic Dermatitis.

✓ Clinical Services



Phase: 1-2



Countries: 1



Sites: 3

✓ Key Rating Scales

- Fitzpatrick Skin Type Assessment
- Eczema Area and Severity Index (EASI)
- Investigator Global Assessment (IGA)
- Patient Global Impression of Change (PGIC)
- Body Surface Area (BSA)
- Peak Pruritus Numerical Rating Scale (PP-NRS)

United Kingdom



Clinical Site Locations



Blackpool



Manchester



Leeds

KEY STUDY DELIVERABLES

PARTICIPANT RECRUITMENT

12

HEALTHY VOLUNTEERS

40

PATIENTS WITH MODERATE TO SEVERE ATOPIC DERMATITIS



RECRUIT TO TARGET



SCREEN FAIL RATE

STUDY TIMELINE (NO. OF MONTHS)

TIMELINE



0

2

4

6

8

10

MAC completed the study within 9 months

Case Study 2

Atopic Dermatitis

A First-in-Human, Double-Blind, Randomised, Vehicle Controlled Phase I/II Proof of Concept Study to Investigate the Safety, Tolerability, Pharmacokinetics and Efficacy of XXXXX in Patients with Mild to Moderate Atopic Dermatitis.



Phase: 1-2



FIH



Countries: 1



Sites: 8

✓ **Services**

- Clinical Services
- Data Management
- Statistics & Programming
- Medical Writing
- Project Management (with Regulatory Support)

✓ **Key Rating Scales**

- Eczema Area and Severity Index (EASI)
- Body Surface Area (BSA)
- Peak Pruritus Numerical Rating Scale (PP-NRS)
- Validated Investigator Global Assessment – Atopic Dermatitis (vIGA-AD)
- Patient Oriented Eczema Measure (POEM)
- Patient-Reported Outcomes Measurement Information System (PROMIS)
- Dermatology Life Quality Index (DLQI)
- EuroQol 5D (EQ-5D)
- Insomnia Severity Index (ISI)

Clinical Site Locations

United Kingdom



Manchester EPU



Manchester Late Phase



Blackpool



Leeds



Liverpool



Cannock



Barnsley



Teesside

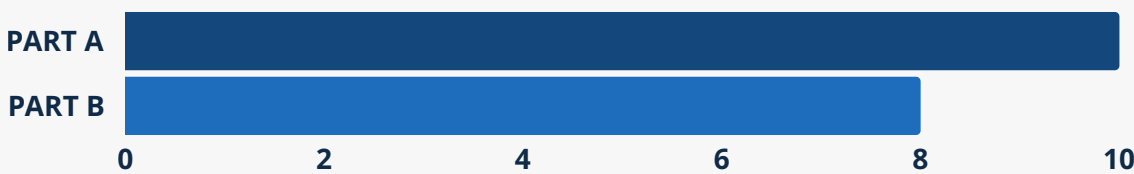


KEY STUDY DELIVERABLES

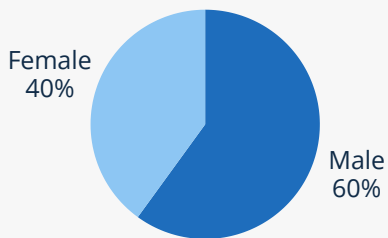
PARTICIPANT RECRUITMENT



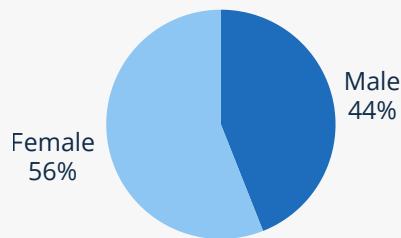
RECRUITMENT TIMELINE (NO. OF MONTHS)



PARTICIPANT DEMOGRAPHIC



PART A



PART B

100%
of all participants enrolled completed the study

KEY OUTREACH STRATEGIES DEVELOPED



Digital marketing and advertising with relevant and relatable content topics



Built and nurtured relationships with relevant charities invested in clinical research



Retention plans and nurture campaigns for targeted MAC database patients



Patient testimonials and case studies to build trust