

TAPPING THE POTENTIAL OF HUNGARY: EMERGING MARKETS CASE STUDY

A mid-sized pharmaceutical company engaged Covance to help conduct a Phase IIb global clinical trial for their chronic obstructive pulmonary disease (COPD) inhalant. The study involved nearly 600 patients in approximately 120 sites.

Understanding the Challenge

- ▶ Site and investigator familiarity with COPD and its treatment options
- ▶ Obtaining consistent quality data from the spirometry readings

Revealing Opportunities to Deliver Results

Because there is a high incidence of COPD in Hungary, our team of operational and therapeutic area experts was confident that they would be able to locate sufficient sites and patients willing to participate in the COPD trial. First, leveraging our relationships with investigators from prior global respiratory trials, we were able to reach out and secure experienced sites within the targeted time period. To support robust and rigorous processes and to obtain high-quality, consistent spirometry data, each investigator received spirometry training and was only permitted to perform the procedure after he or she was certified to use the apparatus.

Regarding recruitment, due to the lack of preventative healthcare and available treatment options, many Hungarian patients are very interested in participating in clinical trials. This is particularly true in eastern Hungary, where household incomes are lower. The doctor-patient relationship is also very strong in Hungary as people rely on their physicians for insight and expertise in treating a range of medical conditions. As a result, retention is very high. Finally, the Hungarian population skews over age 35, with its second largest demographic (after 35-39) being between 55 and 64 years old. This confluence of factors led to Hungary receiving the first investigational product approval in Europe as well as delivering the first Site Initiation Visit and First Patient In.

Each clinical trial is unique and has its own challenges. Leverage our global experience and tap into the right markets to help set yourself on the path to success

Learn more about our drug development solutions at www.covance.com

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