



OPIN

MAKING LIFE SAVING INFORMATION EASIER TO FIND

BY COLIN HAY

WITHIN MINUTES OF HER FRIEND'S STAGE IV MELANOMA DIAGNOSIS, MICHELLE GALLAHER, OPYL CEO, HAD INITIATED A DISCUSSION ABOUT PARTICIPATION IN RELEVANT CLINICAL TRIALS. SITTING WITH HER FRIEND IN FRONT OF THE ONCOLOGIST, SHE KNEW THAT ACCESSING THE NEW ORAL IMMUNOTHERAPY DRUGS BEING USED IN CASES LIKE THESE OFFERED THE BEST CHANCE OF SURVIVAL.

The seed of a solution started forming in Gallaher's mind for a more patient-centric solution that could connect participant and researcher. Fast forward five years to the launch of the patient-led global clinical trial recruitment site OpIn in May 2021.

The first of two artificial intelligence healthcare platforms to be commercialised by the company, OpIn is a website in which patients can search, be matched to, and access every clinical trial and research study registered with any government regulator anywhere in the world, free of charge. The platform allows

patients to create a profile, indicate a disease or disorder they are interested in and the AI does all the work, delivering trials and studies that are open and looking for participants.

OpIn's chief executive has a history with clinical trials, other than navigating the complex system for her friend. Gallaher serves as a non-executive director on the board of Cancer Trials Australia, and Praxis Australia, and for six years served as the head of the Victorian peak body for biotechnology, advocating for the large local clinical trials sector.

“My friend and I had an uncommon advantage, we worked in the health industry. Both of us had deep professional networks and knowledge of how the trials system worked. We knew trials would provide access to emerging medicines and diagnostics, free of charge, and would deliver best standard of care,” said Gallaher. “We knew exactly who to call and how to get in. Very few people have the knowledge and networks that we have.”

Over the past two years, Gallaher has transformed Opyl into a revenue generating business with two AI-powered digital health platform opportunities to commercialise, both designed to improve the efficiency of clinical trials and save biopharma and medtech companies hundreds of millions of dollars.

According to a recent MTP Connect report over 80% of clinical trials fail to recruit participants on time or on budget. Two of the key drivers for the failure of clinical trials is ineffective recruitment, and poor trial design that doesn't give the device or drug the best chance of successfully demonstrating its value.

“Clinical trial inefficiencies are costing billions of dollars in wasted research expenditure each year, and that is totally unacceptable and preventable,” said Gallaher. “The bottle neck is usually doctors, whom for whatever reason don't refer or discuss trials with patients, and the general lack of clinical trial awareness amongst the population. But COVID-19 has changed that, as the public's understanding of clinical trials has skyrocketed.” Opyl's timing in launching OpIn is undoubtedly an advantage.

The Institute for Safe Medication Practices released a 2020 study estimating the median cost of a clinical trial at A\$25m, a pivotal trial at A\$64m and a Phase III trial at A\$340m. Recruitment makes up a 11-33% of clinical trial budgets. The study declared the most significant factor influencing the cost of trials was the number of participants required to demonstrate the effectiveness of the drug or device and efficiencies associated with timely and accurate recruitment of participants. This is where OpIn delivers value for patients and researchers.

OpIn is delivering revenue for Opyl in three ways. Research organisations pay to unlock consented patient data, where a patient has indicated an interest in a trial. Additionally, research organisations can pay to have a trial featured on the OpIn platform with a precision marketing campaign on social media. The third revenue opportunity will be realised over time as more patients sign into the platform, providing a resource for trials to search for matched motivated patients.

The first and most lucrative and near-term revenue opportunity is to secure research customers willing to pay for trials to be featured on OpIn and within weeks of its launch OpIn had its first paying customers.

Research organisations will pay a considerable amount for qualified and motivated patients. Rates can vary from A\$165 for healthy volunteers through to A\$10,000 per recruited patient depending on the complexity of the trial and challenge in finding the right patients. Not all trails are equal. When only 2-5% of Australian patients with cancer participate in a clinical trial, there is a large market opportunity.

The team at Opyl have been delivering participants to clinical trials for over four years via a consulting model. “It was obvious that we couldn't scale a consulting model,” said Gallaher. “We developed a novel social media recruitment methodology but we needed to create an enterprise platform model to achieve scale.” Enter www.opin.ai.

The OpIn business model relies upon leveraging social media channels, delivering click-through opportunities for patients and carers to learn about clinical trials and to access them easily, accurately and securely. The long-term goal is to amass a huge dataset of registered participants on the platform that can be mined for matches to new trials.

“Our advantage over other similar clinical trial recruitment platforms is that our offering is a global dataset of every registered trial set leveraged by our team's experience and skill with precision social media healthcare marketing,” said Gallaher.

The core of the team at Opyl are healthcare social media content creation and engagement experts and all have a science or clinical background.

Partnering and developing global strategic alliances will be key to Opyl unlocking revenue and the depth and breadth of Gallaher's biopharmaceutical network will play a lead role in achieving this objective. Notably, Opyl recently added Dr Megan Robertson to its board, a recognised leader and advocate in the Australian clinical trials sector.

With the first of Opyl's two AI platforms now addressing the A\$59bn global clinical trials sector in which approximately 30,000 new clinical trials and studies are opened each year, the market opportunity is large.

Our latest NET Patient research



94% of NET patients surveyed **know** what a clinical trial is



81% of patients **have not** participated in a clinical trial



For the 19% of patients who have participated, 88% selected the provision of **patient friendly information** most supportive



37% chose travel as the **main challenge** to participation in a trial

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