



LIPOPROTEIN(A) PAC REGISTRY

Lp(a) registry case study

THE CHALLENGE

Lipoprotein(a), or Lp(a), is a protein responsible for transporting cholesterol and other proteins in the blood. Elevated cholesterol levels are a key predictor of future cardiovascular events. There is currently no treatment for elevated Lp(a). The goal of this project was to build a registry of participants with elevated Lp(a) and to potentially utilize these participants for future protocols.

OUR SOLUTION

Life Line Screening assembled an experienced team to help design the optimal screening program to identify qualified and interested participants to enroll in the Lp(a) Registry Program. We identified the following operational elements:

- Created a high-volume Lp(a) Registry program to efficiently funnel highly qualified pre-assessed candidates (PAC) PACs to the Lp(a) Registry Program. The population mix included those with poor circulation to the legs (peripheral arterial disease), self-reported heart attack, stroke, coronary artery disease, high LDL cholesterol, smoking, diabetes, or obesity.
- Conducted Community Screening events in multiple geographic markets to obtain blood sampling for PACs from our database and events who met pre-defined qualifications.
- Processed HIPAA authorization release and Pre-Screening Consent for all PACs Retention activity to engage with defined Lp(a) PACs cohort to regularly engage with over a 12-month period.

ACTIVITIES INCLUDED

Developing Life Line Screening Lp(a) education materials; submit for sponsor approval

Executing communication activities with approved messages and materials

Six communications per subject over 12-month period.

Patient stipend, email, outbound calls and mail

RESULTS

- **22,850** projected Lp(a) PACs
- **20,111** Lp(a) results
- **20,968** Lp(a) samples collected
- **22,235+** Lp(a) orders created
- **15** mobile teams engaged
- **7.5** months of outreach