



SITE SUCCESS STORIES

**How Clariness
reduces site burden,
while accelerating
patient recruitment**

CLARINESS

How Clariness reduces site burden and improves study enrollment and retention

Overview

Site burden has long been one of the leading causes of study delays. Since the pandemic, 76% of healthcare professionals have reported feelings of burnout, which has resulted in staff turnover rates being double that of other sectors.

Did you know?

- **37% of study centers fail to meet recruitment targets**
- **50% of sites recruit 0-1 patients**
- **The cost of study delay is estimated between \$600k-\$8M per day in lost sales**

Clariness has worked with >7,000 sites across the globe and developed teams, solutions, and relationships to directly tackle site burden and increase patient recruitment and retention.

Recent site successes:

- ✓ [Increased site screening per month by 97% and contributed 37% of randomized patients](#)
- ✓ [Completed recruitment 3 months early through working with 180 sites across 11 countries](#)
- ✓ [Provided site selection and international recruitment, and contributed 30% of randomizations](#)
- ✓ [Study organizer was so happy with our site relationships, we were given 25% more sites than planned](#)



Clariness do the pre-screen and get a lot of information for us, before we contact them. It really helps us as we're a tiny department that does a lot, so anything that helps is appreciated.

Rebecca Wirth,
Clinical Research Center
at Miami Valley Hospital



It's a bit like magic – we don't have to do anything and suddenly, we have a list of interested participants!"

Laura Blauth,
University of Applied Sciences
Würzburg-Schweinfurt, Germany

97% increase in site screening productivity

Cardiovascular disease and Type 2 diabetes for a large biopharmaceutical company



Overview and challenges

- Online patient recruitment for a Phase III cardiovascular and Type 2 diabetes study
- Study enrollment planned for 15 months with enrollment target of 27,000 patients
- Scope: Conduct the study in 30 countries and >640 sites



Our approach

- Online awareness campaign: search engine marketing, banner advertising on relevant websites, and social media
- 2-level patient pre-qualification process including online and phone-based pre-screening, and scheduling of screening visit appointments with pre-qualified patients for trial sites
- Site support activities, including site helpdesk, used to optimize efficient use of site resources



Results:

- **We saved the sponsor 5 months of recruitment time**
- The ClinLife platform and processes resulted in an average additional productivity (screening per month) of 97% at participating trial sites
- **We contributed 37% of patients that were randomized at supported sites during the time Clariness was active**

Project scope:



15-month
recruitment
campaign



>640 sites in
30 countries



Regions:
APAC, EE,
LatAm, NA, WE,
ZA



37% of randomized
patients (from
Clariness supported
sites)

Patient recruitment completed 3 months early

Tinnitus study for a large pharmaceutical company



Results:

- Online patient recruitment was completed 3 months ahead of plan, exceeding the client's expectation
- ~300 patients referred via ClinLife were randomized
- We contributed 30% of the subjects that were randomized at supported sites during the time Clariness was active



Overview and challenges

- Online patient recruitment for a Phase III Tinnitus study
- Study was planned for 18 months, with an enrollment target of 1,050 patients
- Clariness had to train and set-up 180 sites in various languages to use our ClinLife platform to view, manage and update referrals



Our approach

- Online patient recruitment campaign including search engine marketing, banner advertising on relevant websites, and social media
- 2-level patient pre-qualification process; included online pre-screener and our team calling to further verify patient eligibility, address questions and concerns, and scheduled visits on behalf of sites
- Online referral management system including follow-up in local language, across 11 countries

Project scope:



18-month
recruitment
campaign



180 sites in 11
countries



Regions:
NA, WE, EE



~300 patients
referred via ClinLife
were randomized

Study completed with only 50% of planned investment

Psoriasis study for a mid-size pharmaceutical company



Overview and challenges

- Phase II psoriasis study in 9 Western European countries
- Total study enrollment target of 600 randomized patients
- Patient population very small in Western Europe – we provided feasibility insights and proposed sites in strategic locations to increase likelihood of reaching and recruiting the target population



Our approach

- Banner ads and text ads were placed on websites based on demographics of trial population
- Ads were started / stopped for each site based on referral volume and feedback from Clariness Enrollment Managers to ensure site staff were not overwhelmed and able to process all referred patients
- Ads and ClinLife website were customized for the study



Results:

- The study was completed successfully using only 50% of the planned investment
- **We contributed 30% of subjects that were randomized at supported sites during the time we were active**

Project scope:



18-month
recruitment
campaign



40 sites in 9
countries



Regions:
WE



47 ClinLife
patients referred
to sites

Cost was 50% less for screened & randomized patients

Cardiovascular outcomes recruitment project for a large pharmaceutical company



Overview and challenges

- Rescue behind-plan patient recruitment for a Phase III cardiovascular study program
- The protocol had difficult I/E criteria and multiple sites decided not to continue with the study
- Patients were unaware of their LDL-C value – resulting in high screen failure rate



Our approach

- Multi-national online awareness campaign employing optimized, country-specific mixes of outreach tactics
- 2-level patient pre-qualification process including online and phone-based pre-screening
- Site support activities, including site helpdesk, was used to optimize efficient use of site resources, this led to Clariness being given 25% more sites to drive and manage referrals



Results

- Very strong response to online advertising (2 million patient visits)
- ClinLife provided double the planned screened patients
- We were given an additional 38 sites to work with through great results with first 150
- Cost was 50% less for screened and randomized patients
- Campaign stopped 2 months early as study enrollment target was met

Project scope:



2-month
recruitment
campaign



Planned: 150 sites in 7 countries
Actual: 188 sites in 7 countries



Regions:
EE, WE, ZA



4,190 ClinLife
patients referred
to sites

Randomization within 1 week of campaigning

Atopic dermatitis recruitment for a global biopharmaceutical company



Overview and challenges

- Strict inclusion criteria aimed at children aged 3-24 months, with early-stage atopic dermatitis
- The criteria therefore requires new patients vs. database outreach, due to age of patient and condition
- Short study timeline, requiring 14 sites to be set-up, and recruitment to begin as soon as possible



Our approach

- Our recruitment campaign was active within 2 weeks of the signed agreement, generating referrals from day 1
- We leveraged indication-specific marketing to begin recruitment while awaiting EC approval on our study-specific materials
- Introduced 2 additional channels for the target patient population, a leading atopic dermatitis patient app, and 35+ childcare providers

Project scope:



Ongoing
recruitment campaign



14 sites
in Germany



Regions:
Western Europe



Results so far:

- **Our recruitment campaigns generated referrals from day 1, with the first being randomized within 1 week**
- **Indication-focused recruitment campaigns have saved 6 weeks in awaiting EC approval on study-specific materials**
- **MedTech and childcare provider partnerships driving referrals outside of Clariness' usual 40+ digital channels**

Want to reduce your site burden with Clariness?

Learn how we can support site selection, referral management, and drive above target levels of referrals for your studies, by getting in contact using the button below.

[CONTACT US](#)

About Clariness

At Clariness, we accelerate patient recruitment for clinical trials, to bring new medicines and treatments to patients faster.

With 17+ years of experience in digital recruitment, we know how to connect you to the right patients, under budget and ahead of schedule.

We have supported 1,200+ clinical trials across all major indications

Our extensive experience and medical knowledge in a multitude of therapeutic areas has proven to significantly improve patient enrollment and retention rates, which is why we have been entrusted with patient recruitment studies for 13/15 leading pharmaceutical companies, across 7,000+ research centers, worldwide.



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