



## CASE STUDY

# Chronic Obstructive Pulmonary Disease (COPD)

At Clariness, we have experience in 30+ studies from Phase I to Phase III, we have verified COPD study feasibility and delivered documentation, protocols and of course, patients.

Discover how we've successfully supported sponsors with their COPD trials...

CLARINESS

# 34% of all screened patients were through ClinLife

Chronic Obstructive Pulmonary Disease (COPD) study for a large pharmaceutical company

CLARINESS



## Overview and Challenges

- Online patient recruitment for a Phase IV COPD study for patients  $\geq 40$  years old with a clinical diagnosis of moderate COPD
- Scope: Support study enrollment for 5 months at 169 sites in Germany
- Very difficult to meet the I/E criteria related to exacerbation and specific therapies, which led to a very high (pre-)screen failure rate



## Our approach

- Online recruitment strategy, including online channels based on local demographics and target group
- 2-level pre-qualification process was implemented, including 1<sup>st</sup> level online and 2<sup>nd</sup> level phone-based pre-screening for potential subjects
- Our Enrollment Management team helped sites to enroll referred patients



## Results

- Our campaign generated >1.5M ClinLife website visits
- 39% more patients visited the trial webpage than planned
- 74% more patients than expected passed online screening
- 34% of all screened patients were through ClinLife
- We contributed 24% of randomized patients during the time Clariness was active

## Project scope



**5-month**  
recruitment  
campaign



**169 sites** in  
Germany



**Regions:**  
WE



**We contributed 24% of**  
randomized patients  
**for ClinLife**  
participating sites



# Get in touch

Learn how we can support and scale your COPD disease study.

[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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