



CASE STUDY

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# Rhinosinusitis

Discover how we've successfully supported one sponsor with their rhinosinusitis clinical trial

CLARINNESS



# Consented +220% patients with rhinosinusitis

## Overview

A US-based clinical stage company was looking to boost referrals of participants with chronic rhinosinusitis. Partnering with participating sites, we supported the referral to randomization process. This increased site efficiency, with our digital recruitment campaigns, delivered exceptionally high referrals and consented patients.

## Key challenges

- EC document approval took longer than expected
- Promoted two similar studies, with differing protocols
- Multiple site-specific challenges:
  - *Half the planned number of sites were activated*
  - *40% had competing studies underway*
  - *Many had never worked with a recruitment vendor*

## Key results

Our digital marketing and site success teams worked with patients and sites to overperform at every step of the patient recruitment funnel vs. our initial projections:

- ✓ +145% registrations
- ✓ +216% referrals
- ✓ +220% consented

## Key details:



Adult CRS patients  
participants aged under 18



Met the total of referrals in  
25% of the time



45 sites in one country  
and 4 cities

Want to learn how we  
can support your  
rhinosinusitis 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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