

# CLARINESS

## CASE STUDIES

# Rare diseases

We explain how Clariness' data-driven outreach solves rare disease studies recruitment challenges for the indications including:

- ✓ Bullous Pemphigoid
- ✓ Systemic sclerosis
- ✓ Sjögren's syndrome

**CASE STUDY**  
SJÖGRENS SYNDROME

# Clariness contributed 16% of total randomizations



## Overview:

- > We collaborated with a major global sponsor for their study on Sjögren's syndrome, after they recognized that site efforts alone couldn't meet enrollment targets
- > Clariness crafted a tailored recruitment strategy to address their specific needs
- > Conducted recruitment for sites across USA, France, Germany and Poland

## Our approach:

- > We executed a direct-to-patient digital advertising campaign, tailored for each country, which included a pilot program with social media and radio
- > We leveraged an existing Sjögren's patient database and our own patient portal, ClinLife®
- > We developed a double pre-screener to reduce screen failures

## Our results:

✓ **34%**

**Cost saving for each  
randomized patient\***

\*The projected cost was \$76,962 per patient, but the actual cost turned out to be \$57,256 per patient (this resulted in a savings of \$19,706 per patient)

✓ **26**

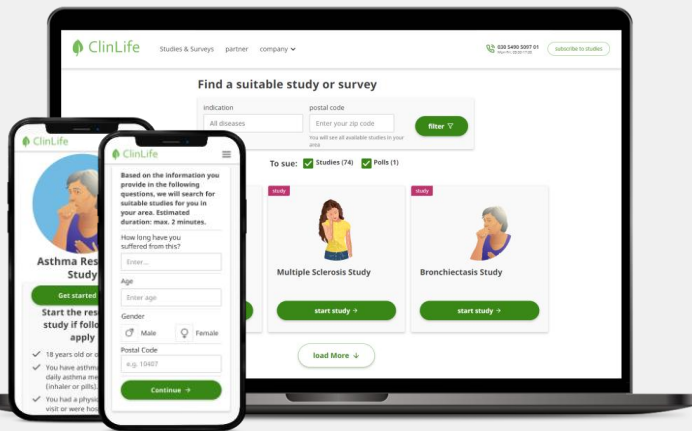
**Randomizations**

**CLARINESS**

## CASE STUDY

### RARE INDICATIONS

**We generated referrals for 100% of rare disease studies on ClinLife®**



## Overview:

- > Since 2021, we have listed studies for various rare indications on our patient portal, ClinLife®, and have successfully found patients for all of them
- > Rare indications\* included:
  - Cholestatic pruritus with PBC
  - Dedifferentiated liposarcoma
  - Hidradenitis suppurativa
  - Sjogren's syndrome
  - Systemic sclerosis
  - Bullous pemphigoid

\*Rare indications defined as Prevalence <0.05%

## Our approach:

- > Between 60-80% of the European population aged 18 and older is online, including those with rare diseases. We reach these patients where they spend their time online, pre-qualify them and refer them to appropriate sites
- > Based on behavioral data, we understand that patients with rare diseases are willing to travel over 200 km on average, compared to just 20 km for those with common diseases
- > Supporting the sites by scheduling the patients within 24 hours of registration results in a conversion uplift of 3x

## Our results:



**+150k**

Rare disease patients engaged with dedicated rare disease pages



**17%**

Referral-to-consent rate reached as a maximum



**1/10**

of the cost per consented patient



# Get in touch

Learn how we can support and scale  
your rare disease studies

[CONTACT US](#)

## About Clariness

At Clariness, we accelerate patient recruitment for clinical trials, to bring new medicines and treatments to patients faster. With 20 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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