



CASE STUDIES

Diabetes

At Clariness, we've performed patient recruitment for 50+ diabetes studies across the globe.

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

97% increase in productivity

Cardiovascular disease and Type 2 diabetes at a large biopharmaceutical company

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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**
- We replaced the US vendors and rescued the US sites 8 months into the project
- 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



Clariness contributed
37% of randomized
patients (from Clariness
supported sites)

Over 2,100 ClinLife referrals

Type 2 diabetes study for a large pharmaceutical company



Overview and challenges

- Phase III study on Type 2 diabetes
- Support was planned with high site overlap between protocols
- After roll-out, most sites Clariness was approved to activate were only active for one protocol



Our approach

- Online recruitment strategy, including online channels based on local demographics and target group
- Ads and ClinLife listing were customized for each country
- Smart screener developed for program approach
- Trial site support to boost patient outreach capacity



Results

- Due to most sites not participating in both protocols, the Smart screening strategy resulted in lower than anticipated efficiency and ROI
- Media cost per referral: €330
- **We contributed 24% of subjects that were randomized at supported sites (during the time that Clariness was active)**
- We generated 2,957 ClinLife registrations

Project scope



6-month
recruitment
campaign



100 sites in **10**
countries
(AU, CA, DE, HU, NL,
PL, SE, UK, US, ZA)



Regions:
APAC, EE, WE,
NA, LatAM



2,176 ClinLife
patients referred
to sites

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Total referred to sites



2,176
ClinLife
referrals

Successful targeting of patient subpopulation

Type 2 diabetes (T2DM) & hypertension study at one of the world's leading pharmaceutical company

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Overview and challenges

- Pilot project to determine the feasibility of recruiting US African-American patients with T2DM and hypertension
- 19 sites were trained and activated on ClinLife (9 more than planned)
- Patients had to have diagnoses for both T2DM and hypertension, with 1/3 currently taking medications



Our approach

- Banner ads and text ads were placed on websites based on demographics of trial population and caregivers
- Ads were started / stopped for each site based on referral volume and feedback from Clariness Enrollment Managers
- Ads and ClinLife website were customized for this study



Results

- Approval was received within 10 days of submission allowing for fast start up
- Twice the planned number of potential patients completed the online screener, demonstrating significant interest
- After phone-prescreening, 45% of patients were sent to sites.
- The main reasons for not being forwarded included: not willing to travel (9%); and HbA1c out of range (9%)
- **We contributed 17% of randomized subjects (at Clariness participating sites)**

Project scope



2-month
recruitment
campaign



19 US Sites



Regions:
NA



181 ClinLife
patients referred
to sites

Our campaign generated >1.6 million ClinLife website visits

Type 2 diabetes study at a global top 20 pharmaceutical company



Overview and challenges

- Phase IV study on Type 2 diabetes with a target patient population between 18-74 years old
- Patients must be on a stable dose of metformin for 8 weeks prior to enrollment
- A patient feasibility survey was conducted in Germany prior to the clinical trial to understand the patient population



Our approach

- Online recruitment strategy, including online channels based on local demographics and target group
- Online & phone pre-screening ensured highly qualified subjects
- Study site support boosted patient referral conversion to enrolled

Project scope



4-month
recruitment
campaign



124 sites in 2
countries
(DE, PL)



Regions:
EE, WE



1,512 ClinLife
patients referred
to sites

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Results

- Higher number than planned patients completed online screening
- High online screening failure rate (78%)
 - Main reasons for failure were not taking metformin, taking other excluded medications, and HbA1c value being out of range
- **Despite high failure rate, achieved planned number of consented patients**
- Our campaign generated:
 - 1,617,363 ClinLife website visits
 - 23,722 ClinLife online pre-screenings
 - 4,236 Call center referrals

Total referred to sites



1,512
ClinLife
referrals

>284k respondents to a patient online survey

Patient survey – Diabetic kidney disease (DKD) and Type 2 diabetes for a large pharmaceutical company

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Overview and challenges

- Obtain insights from patients clinically diagnosed with diabetic kidney disease (DKD) and Type 2 diabetes (T2DM), including demographics, disease state, treatments, and willingness to participate in a clinical trial
- Project scope: Survey over 4-months to obtain 250,000 responses
- Survey conducted in 46 countries and 7 regions:
 - APAC, AFR, EE, LatAM, ME, NA, WE



Our solution

- Online advertising, local language ads, and ClinLife survey customized by country in 35 languages
- Targeted population based on patient demographics
- Patients completed a 35-question online survey



Results

- **284,844 completed responses in 4 months**
- Approx. 229,129 (97.7%) patients reported being diagnosed with diabetes by a doctor and 194,627 (85%) patients were diagnosed with T2DM
- 55% of patients were aware of their last HbA1C level, which was between 6.5-11.9%
- 15.7% of respondents were informed by their doctor that their kidney function was reduced

Project scope



57% of participants were female and 42% were male



Most participants were >55 years old



53% of respondents sought medical research studies-related information on internet



64% of respondents stated that they would be happy to receive a reminder text message as a part of the retention activities

RWE-driven strategy from 100k patients in 46 countries

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Type 2 Diabetes and Diabetic Kidney Disease studies for a large pharmaceutical company



Overview and challenges

- Enrollment of 2 large Phase III sister studies behind recruitment targets for Type 2 diabetes (T2DM) and Diabetic Kidney Disease (DKD)
- Study's Full Scope: >11,000 patients at ~1,000 sites in 47 countries
- Challenging enrollment due to disease parameters required in protocol (eGFR, UACR) and low patient disease awareness
- **Target of initiative: Rescue enrollment of study program**



Our solution

- **2-step solution:**
 - Insights from global patient survey driving strategy design
 - Implementation of patient recruitment strategy
- 35-question **online patient survey**, with digital direct-to-patient outreach, in 46 countries and 35 languages
- Analysis of T2D and DKD patient profiles to enable pre-identification of T2D patients likely to have secondary CKD
- Focused **patient recruitment campaign** based on insights



Key achievements

- Generated **unique dataset and real-world evidence (RWE) from 100k patients in 46 countries**, enabling us to understand the **patient's journey and disease profiles** on a country-level
- **High ROI** of insights – increased referral number and **decreased cost per referral by a factor of 2**
- **48,000 patients** showed interest in clinical research and left their contact details
- Generated results at lower cost than budgeted and in a shorter time frame (6 weeks instead of 8 weeks)



Outcome and results

- >100,000 complete responses from T2DM patients in 6 weeks, with large representative cohorts from both T2DM and DKD
- Identified complex profiles, e.g., patient journey, symptoms, and co-morbidity profiles
- Using these profiles, our pre-qualification strategy **reduced the cost per site referral by >50% (i.e., increased volume by 100%)**
- Sites satisfied with **very high referral quality** for all profiles – achieved good conversion rates from referral to randomized
- Implementation of insights-based measures by Clariness and Sponsor **rescued enrollment (LPI as planned)**



Results

- Our campaign generated:
 - 2,336,246 ClinLife website visits
 - 31,098 ClinLife online pre-screenings
 - 2,223 ClinLife registrations

Total referred to sites



1,437
ClinLife
referrals

Get in touch

Learn how we can support and scale your diabetes 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.



hello@clariness.com



www.clariness.com

