

CASE STUDIES

Endometriosis

At Clariness, we've performed 1 patient survey and 2 patient recruitment projects for endometriosis studies.

Discover how we've successfully supported sponsors with their endometriosis survey and trials...



Over 1K ClinLife patients referred to sites, on budget

Endometriosis study for a large pharmaceutical company

CLARINESS



Overview and challenges

- Online patient recruitment for a Phase IIb study on women with symptomatic endometriosis
- Study enrollment planned for 51 sites in 10 countries, with a target of 318 randomized patients
- Campaign was planned for 2 months but was extended by 3 months to allow for additional subject enrollment
- Due to a strict I/E criteria requiring participants to have received a surgical diagnosis of endometriosis in the past 10 years, more than 70% of pre-qualified referrals failed initial screening



Our approach

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



Results

- Actual cost per pre-screened patient matched budgeted cost
- The use of the phone-based pre-screening was outside of the scope of this project; however, we were asked to implement it only in the US, which resulted in less site burden and more site referrals
- Our campaign generated:
 - >760,000 ClinLife website visits
 - 7,073 ClinLife online pre-screenings
 - 1,155 ClinLife registrations

Project scope



5-month
recruitment
campaign



66 sites in **9 countries**
(AT, BE, CA, DE, DK, FI,
NL, NO, US)



Regions:
NA, WE



1,148 ClinLife
patients referred
to sites

Total referred to sites



1,148
ClinLife
referrals

32% of referred patients passed screening visit

Endometriosis study for a large pharmaceutical company

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Overview and challenges

- Endometriosis is a severely underdiagnosed disease affecting women in their 20s and 30s
- Strict eligibility criteria in medical terms & lifestyle restrictions (e.g., contraceptive measures)
- Highly expedited recruitment timelines needed
- German authorities required a change in the protocol introducing additional eligibility criteria
- Sites ranged from university clinics to private practices, with different experience and operational capabilities for executing clinical trials



Our approach

- Listing the trial on viamedo.de and notifying patients in the patient database
- Online awareness campaign, including search engine marketing, banner advertising on relevant websites, and social media
- Cooperation with patient organizations and other multipliers
- Patient engagement and educational content was created for the target group, as well as specific landing pages



Results

- We delivered 20% of overall randomized patients in Germany, meeting the previously extended goal of the sponsor
- 5 out of 12 sites were able to successfully screen and include 100% of referred patients into the treatment period
- Overall, 32% of referred patients passed the screening visit

Project scope



3-month
recruitment
campaign



6 sites in Austria
6 sites in Germany



Regions:
WE



Clariness (Viamedo)
contributed **20%** of
the randomized
subjects in Germany

68% of respondents rate ClinLife as somewhat or very helpful for recruitment

Site survey – Endometriosis for a large pharmaceutical company

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Overview and challenges

- Obtain insights from trial sites regarding patient recruitment for the sponsor's protocol for women with symptomatic endometriosis
- Project scope: 30 days
- Survey conducted at 52 sites in 9 countries:
 - Austria, Belgium, Canada, Denmark, Finland, Germany, Norway, Netherlands, and the US



Our solution

- We conducted the survey in English for all participating countries
- To receive a quick response and increase participation rate in a limited target population, the survey was conducted in a one-to-one phone call with a person at the site who was involved in the trial site's referral management
- In total, 21 questions were asked to identify the most common reasons for ineligibility and pre-screen failure of subjects



Results

- 69% of contacted sites agreed to participate in the survey study
- Approx. 1,300 patients reached
- Major insight for the Sponsor was that due to a strict I/E criteria, it was very difficult to enroll patients
- 68% of respondents rate ClinLif as somewhat or very helpful for recruitment needs

Key insights



Majority of patients (73%) were dropped out due to not having a surgical diagnosis of endometriosis



35% of patients experiencing endo pain did not have severe enough symptoms to pass the pre-screening



32% of participants were not willing to comply with the study procedures



24% had tubal ligation, IUD, and hysterectomy, which were part of exclusion criteria of the protocol

Get in touch

Learn how we can support and scale your endometriosis 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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