

# CLARINESS

## CASE STUDY

# Post-Traumatic Stress Disorder (PTSD)

### Highlights:

- > We received over 3K website visitors to the dedicated study page
- > 55% of all study participants came from our patient portal, ClinLife®



## CASE STUDY

Post-Traumatic  
Stress Disorder

**55% of PTSD study  
participants  
delivered via ClinLife®**



### Overview:

- > We assisted a multinational pharmaceutical company with their Post-Traumatic Stress Disorder (PTSD) study across four sites in Germany. Our goal was to optimize patient recruitment and ensure maximum return on investment by hosting the study on our online patient portal, ClinLife®.

### Challenges:

- > Enrolling individuals with PTSD can be challenging, in a lot of cases patients need information for them to decide whether they believe a study will actually help them. Additionally, it can be hard for them to acknowledge the need for help, not only to friends and family, but also to themselves.

### Our approach:

- > Over a 20-month period, the dedicated study page on ClinLife® generated >3,000 organic study page visits, which we converted into 323 pre-qualified referrals, ultimately delivering 16 of the study's target total of 29 study participants.
- > Our online patient portal, ClinLife®, was the sole digital recruitment channel used, and it achieved the randomization goal without the need for additional marketing budget.

---

### Our results:

✓ **3K+**  
Organic study  
page visits

✓ **323**  
Pre-qualified  
referrals

✓ **16**  
Participants (55%  
of total study target)



# Get in touch

Learn how we can support and scale your PTSD study, and hundreds of other indications.

[CONTACT US](#)

## About Clariness

At Clariness, we accelerate patient recruitment for clinical trials, to bring new medicines and treatments to patients faster. With 18 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.



[www.clariness.com](http://www.clariness.com)

Follow us:

