## **CLARINESS**

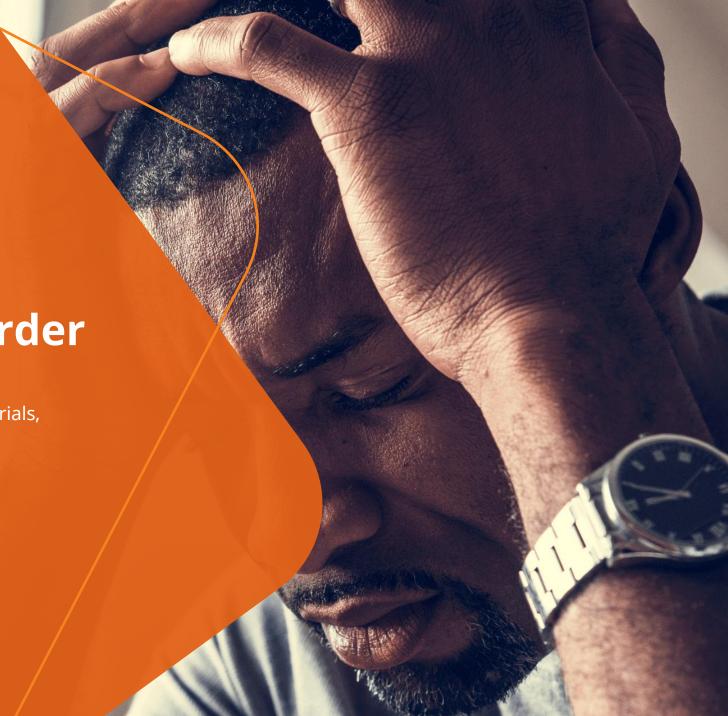
**CASE STUDIES** 

Major depressive disorder

At Clariness, we have experience in over 30 asthma trials, worldwide.

Case study highlights include:

- ✓ 2.3M website visits generated
- ✓ Patients enrolled at 71% less cost than previous recruitment vendor



#### **CASE STUDY**

MAJOR DEPRESSIVE DISORDER

# Patients enrolled at 71% less cost than previous recruitment vendor

#### **Overview:**

- Online patient recruitment for phase III MDD study
- We replaced the study's previous vendor after 6 months of being in the study
- 12-month recruitment campaign, across 184 sites, in 12 countries

### Our approach:

- > Our campaign was strategically positioned on sites and channels aligned to patient and caregiver demographics
- Our ads were placed within a specific radius of study sites
- Constant engagement and support of sites boosted patient reach and screening capacity



### **Our results:**



-3.5x

Cost per enrolled patient vs. previous recruitment vendor



7 months

**Enrollment** time saved due to our support



**⊘** 2.3M

Website visits generated





# Get in touch

Learn how we can support and scale your depression studies

**CONTACT US** 

