

# 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

**CLARINESS**



# Get in touch

Learn how we can support and scale  
your depression 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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