

CLARINESS

CASE STUDY

Major Depressive Disorder

Highlights:

- > -3.5x cost per enrolled patient vs. previous recruitment vendor
- > Saved 7 months of enrollment due to our support
- > 2.3M website visits



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

CLARINNESS



Get in touch

Learn how we can support and scale your depression studies

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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.



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