

A man with dark skin and a beard is sitting on a light-colored couch. He is wearing a light blue button-down shirt and blue jeans. He has a pained expression, with his eyes closed and his hands pressed against his temples. The background is a bright, out-of-focus interior space with a bookshelf visible on the right. On the left side of the image, there is a large orange graphic element with white text.

CASE STUDIES

Migraine

At Clariness, we've performed patient recruitment for 7 migraine studies across the globe.

Discover how we've successfully supported sponsors with their migraine trials...

We doubled the study's patient enrollment rate

Migraine study for a large medical device company

CLARINESS



Overview and challenges

- Online patient recruitment for a Phase II migraine study for patients with:
 - Migraine with aura
 - Patent foramen ovale (PFO)
- Initial project contract covered a 6-month period
- Scope: Support study enrollment at 20 sites in Canada, Germany, Switzerland, and the UK
- The greatest challenge for study recruitment was that the protocol criteria defined a very rare patient population → This led to a very high (pre-)screen failure rate on all levels



Our approach

- Awareness campaign, including radio and print ads, search engine marketing, banner ads on relevant websites, and social media
- 2-level patient pre-qualification process, including online and phone-based pre-screening
- Site support activities, including site helpdesk, was used to optimize efficient use of site resources
- Sponsor decided to initiate additional sites during the project, and hired us to select additional trial sites



Results

- **We raised the trial's enrollment to 200% of the previous rate**
- ClinLife online recruitment was by far the most cost-efficient tactic and generated the highest number of referrals
- Clariness contributed 27% of patients that were randomized in the study

Project scope



30-month
recruitment
campaign



20 sites in 6 countries
(AT, DE, ES, PL, RU, US)



Regions:
NA, WE



We contributed **27%**
of randomized
patients at ClinLife
participating sites

68% more referrals than initially planned

Migraine studies for a large biopharmaceutical company

CLARINESS



Overview and challenges

- Online patient recruitment and retention for a migraine study program supporting 2 Phase III protocols with 5 protocols total
- Project was initially planned to support 210 sites in 21 countries with a 4-month recruitment campaign
- The sponsor extended the initial contract by 4 months, until the two studies completed enrollment



Our approach

- Online awareness campaign, including search engine marketing, banner advertising on relevant websites, and social media
- 2-level patient pre-qualification process including online and phone-based pre-screening
- Site support activities, including site helpdesk, was used to optimize efficient use of site resources
- As part of retention services, automatic reminders were sent to study subjects to remind them of their upcoming visits



Results

- **Based on the given site weeks, 68% more referrals were sent to sites than initially planned**
- Our campaign generated:
 - 2,642,281 ClinLife website visits
 - 25,102 ClinLife online pre-screenings
 - 8,786 Call center referrals

Project scope



8-month
recruitment
campaign



187 sites in 12
countries

(AU, CA, CH, CZ, DE, DK,
FI, GR, PL, SE, UK, US)



Regions:
EE, NA, WE



Clariness contributed **18% of consented patients** at supported sites (during the time we were active)

Total referred to sites



3,162
ClinLife
referrals

Get in touch

Learn how we can support and scale your migraine 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.



hello@clariness.com



www.clariness.com

