



CLARINESS

CASE STUDIES

Alzheimer's disease

Highlights:

- 160% randomized at -32% cost per patient
- Over delivered randomized patients, using 64% of budget

CASE STUDY

Alzheimer's disease

**160% randomized,
at -32% cost per
patient, for early
Alzheimer's in 5
countries**



Overview:

- > Phase III study for patients aged 55-85 years old with early Alzheimer's disease
- > Recruitment lasted 7 months, spanning Argentina, Australia, Belgium, Brazil, and South Africa
- > Campaign extended to use remaining media budget to over deliver randomizations, ultimately reaching 160% of target

Our approach:

- > Successfully piloted a point-based condition screener, which drove higher qualified referrals, ultimately increasing referral to consented conversion
- > Using site feedback, we optimized the online screener, which resulted in a higher referral to consent conversion rate
- > Phone screeners with protocol-trained team members managed the flow of referrals and engaged sites to ensure follow-up

Our results:

✓ **160%**

Randomizations
vs. target

✓ **+94%**

Increase of referral to
consent rate vs. plan

✓ **-32%**

Cost per
randomization

CASE STUDY

Alzheimer's disease

**Over delivered
randomized
patients,
using 64%
of budget**



Overview & challenges:

- > Online patient recruitment for phase II/III Alzheimer's disease study
- > Sponsor was looking for patients with mild cognitive impairment (MCI)
- > 3-month recruitment campaign, across 40 sites, in 5 countries
- > Strict I/E criteria screened out >50% of patient registrations due to negative PET and too high RBAN score

Our approach:

- > Online recruitment strategy, including online channels based on local demographics and target group
- > Online & phone pre-screening ensured highly qualified subjects meeting the study's I/E criteria
- > Active site support to contact, process, and enroll referred patients, increasing site efficiency and reducing cost per patient

Our results:

✔ **166%**
Randomized
patients vs. plan

✔ **1,740**
Pre-screened
referrals delivered
in just 3 months

✔ **-36%**
Reduced cost
per randomized
patient via ClinLife®

CLARINESS



Get in touch

Learn how we can support and scale your Alzheimer's disease study

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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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