

Case Studies

Patient Surveys



CLARINESS

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Asthma

Large pharmaceutical company

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Problem, Customer Need, and Targets

- The client's objectives were to
 - ✓ Understand patient pathway / journey and disease burden
 - ✓ Validate protocol design matching patient profiles to I/E
 - ✓ Optimize recruitment with patient-centric real-world data
 - ✓ Severely affected patient's attitude / concerns on clinical trials
- Data to support internal business case for short-listed countries
- Target / KPI: collect 8,500 responses of diagnosed Asthma patients
- Very tight timelines



Our solution

- ClinLife surveys: tested and proven, mobile optimized platform
- Published survey in 13 local languages covering 18 countries
- Expedited timelines to meet tight timelines
- Survey designed by Clariness addressing all objectives
- Highly targeted and efficient online advertising to reach out
- Risk-minimizing payment model based on completed surveys



Results / Achievements

- Extended target to collect over 50% additional responses with no impact on overall timelines
- Even distribution of survey responses across 18 countries
- >5,500 patients interested in trial and provided contact details
- Delivered final results and required insights on time and budget

Key insights



76% of the participants were under 50 years of age



Majority of patients continue to visit their GP (61%), followed by their pulmonologist (32%)



60% state their daily life is affected a great deal. Worst symptoms are coughing / wheezing and tiredness after exercise (48% each)



50% would consider trial participation – 59% stated lack of time as main reason against, 79% stated improving health as main reason for participation



68% of respondents have been diagnosed 10 or more years ago

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Osteoarthritis and cartilage injuries

Large pharmaceutical company

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Problem, Customer Need, and Targets

- The client's objectives were to
 - ✓ Understand patient pathway / journey and disease burden
 - ✓ Understand patient's satisfaction level with the current treatment
 - ✓ Affected patient's attitude / concerns on clinical trials
- Target / KPI: collect 4,400 responses of patients who are diagnosed with osteoarthritis or had a cartilage injury in the knee



Our solution

- ClinLife surveys: tested and proven, mobile optimized platform
- Published survey in local languages of 12 countries
- Survey designed by Clariness addressing all objectives
- Highly targeted and efficient online advertising to reach out



Results / Achievements

- 16,621 patients completed the survey
- Different type of healthcare professionals diagnose the patients with OA and CI in different countries. E.g., in France, 53% of OA patients were diagnosed by a Rheumatologist but in Poland, 91% were diagnosed by an Orthopedist
- OA patients are treated more with injections and CI patients are more likely to undergo a surgery

Key insights



38% of OA and CI patients were dissatisfied with their ongoing treatment



Approx. 73% of OA and CI patients had pain that lasted for over 10 days



Half of the patients already have prior experience with injection treatments



General wear and tear was the main cause of knee pain in almost half of the OA and CI patient population



40% would be interested in a future clinical trial and left their contact details

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Psoriatic arthritis

Mid-size pharmaceutical company



Problem, Customer Need, and Targets

- The sponsor sought feasibility insight into the target population to support the draft process of a new trial protocol
- The survey objective was to obtain 605 completed surveys from PsA patients, in 19 countries and within 14 days



Our solution

- Clariness developed a patient survey based on the sponsor's interest and the draft protocol
- Banner and text ads were placed on websites based on demographics of patient population in each survey country

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Results / Achievements

- 2 in 3 patients would consider to participate
- More than 2 in 3 wanted to discuss trials with their doctor
- 65% of subjects provided their contact details in order to receive information about enrolling in a PsA clinical study

Key insights



Finished survey on budget with 767 completed surveys in 10 days



The majority of patients surveyed had >4 affected joints



95% of respondents had their diagnosis for 6 months or more



Outreach investment below budget at about \$50 per completed survey



1 in 3 patients is not satisfied with their current therapy

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HPV vaccination

Mid-size pharmaceutical company



Problem, Customer Need, and Targets

- Project scope: conduct a HPV vaccine survey in Germany to gather insight on the target populations attitude towards the HPV vaccine
- The target population was children/adolescents ages 12 and older, and their parents



Our solution

- Sent > 30,000 email newsletter to users in ClinLife database
- Up to 71 questions regarding to potential HPV study procedures and basic research interest
- Link to specific online questionnaire included in newsletter and online ads

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Results / Achievements

- 3,005 completed responses generated within 37 days
- 1,717 respondents provided contact addresses and opt-in to be contacted about future study opportunities
- We delivered 77% more responses than planned on budget

Key insights



75% of adults stated that parents and adolescents need a mutual decision on whether to vaccinate



44% of the adult respondents reported an income between €18,000 and €36,000



40% (female) and 32% (male) stated to consider vaccination against HPV



67% would consider a vaccination against any type of cancer for their children



35% were not aware about HPV and the possibility of vaccination

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Major depressive disorder

Mid-size pharmaceutical company



Problem, Customer Need, and Targets

- Project scope: conduct survey for patients suffering from major depressive disorder
- Survey was conducted in three countries – Germany, Spain and Poland



Our solution

- Sent ClinLife newsletter to > 32,500 subjects in database
- Up to 65 questions regarding to potential MDD study procedures and basic research interest
- Link to specific online questionnaire included in newsletter and online ads

CLARINNESS



Results / Achievements

- Collected 1,744 completed responses in only 5 days
- 658 (38%) respondents had MDD and were 18+ years of age
- Germany had the most 50+ year old respondents (42%)

Key insights



7 in 10 (71%) respondents were female



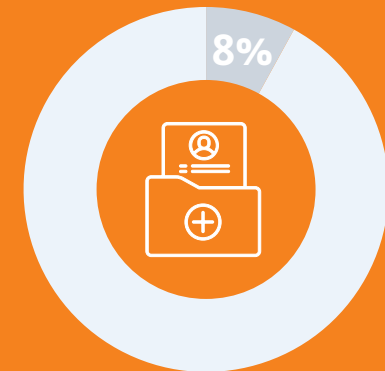
Majority of respondents (68%) were located in an urban area



Majority of respondents (97%) identified themselves as White



93% of respondents were at least 30 years of age



8% of MDD respondents pre-qualified for the study

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Alzheimer's disease

Mid-size pharmaceutical company



Problem, Customer Need, and Targets

- Clariness conducted a survey for Alzheimer's disease patients, inviting ClinLife database users, and conducting an online advertising campaign
- A 3-day patient survey was conducted in 21 countries, and 9 languages



Our solution

- Invited patients and caregivers in ClinLife database, supported by a small online advertising campaign
- Link to a specific online questionnaire included in newsletter and online ads

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Results / Achievements

- 607 participants filled out the survey completely
- Results show that the most important target group for an AD campaign are caregivers, and not patients themselves
- General health of the target group was mostly fair to good

Key insights



'Online' as a medium to look for the information on healthcare and trials ranked #2 with 43%, only behind the patient's treating physician



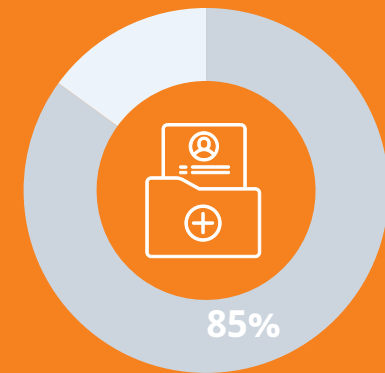
All the respondents answered that they or the patient, respectively, have been diagnosed with AD



Age groups of patients that responded to outreach do not differ significantly from those of caregivers



Only 18% of all the surveyed participants stated that they or the patient is currently on Namenda



85% of the total surveyed participants were caregivers

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Vulvodynia

Mid-size pharmaceutical company



Problem, Customer Need, and Targets

- Project scope: conduct survey for patients suffering from Vulvodynia
- Survey was conducted in 7 countries - Austria, France, Germany, Italy, Spain, UK and the US



Our solution

- Ads were placed on Facebook and other websites based on demographics of patient population
- Link to specific online questionnaire included in newsletter and online ads
- Local language ads and ClinLife survey was customized for all the participating countries

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Results / Achievements

- 3,419 completed responses generated within 3 weeks
- 10.8% subjects reported to be suffering from vulvodynia
- 63% of the women had vulvar vestibulitis pain
- 40% of the respondents provided contact details to receive further information about vulvodynia

Key insights



3.5% of vulvodynia patients are currently or have participated in a trial



47% of diagnosed women used the internet to search for information on vulvodynia clinical trials



71% of the respondents were between 40-60 years of age



Spain (7%) had the lowest rate of vulvodynia diagnosis, while Italy had the highest (14%)



52% reported they would be interested in learning about a trial

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Bladder pain syndrome

Mid-size pharmaceutical company



Problem, Customer Need, and Targets

- Obtain insights from patients with bladder pain in terms of demographics, disease state, treatments, willingness to participate in clinical trials
- Project scope: 3 weeks survey to obtain 800 responses
- Survey conducted in 7 countries - Austria, France, Germany, Italy, Spain, UK and the US



Our solution

- Online advertising and email newsletters were used
- Targeted population based on patient demographics
- Patients completed a 32-question online survey
- Local language ads and ClinLife survey customized by country

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Results / Achievements

- 1,942 completed responses (242% more than planned)
- 4 of 7 (57%) countries reached goal within just 2 weeks; all countries completed within planned 3 weeks
- 18% reported having a diagnosis of BPS; Urologist most likely to diagnose (62%)
- 40% of the responders provided contact details for information on future BPS clinical trials

Key insights



5.2% of BPS patients currently/have participated in a trial; 46% interested in learning about BPS trial



47% diagnosed with BPS searched for information about BPS clinical trials compared to 17% bladder pain patients without diagnosis



87% of the respondents were ≥ 50 years of age



France, Germany, Italy, & US have twice the rate of BPS diagnosis (20%) compared to AT, ES & UK (10%)



37% of all bladder pain sufferers reported they would be interested in learning about a trial, 38% unsure - opportunity to educate about trials

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Stump pain

Mid-size pharmaceutical company



Problem, Customer Need, and Targets

- Project scope: conduct survey for patients suffering from stump pain
- Survey was conducted in 7 countries - Austria, France, Germany, Italy, Spain, UK and the US



Our solution

- Ads were placed on Facebook and other websites based on demographics of patient population
- Link to specific online questionnaire included in newsletter and online ads
- Local language ads and ClinLife survey was customized for all the participating countries

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Results / Achievements

- Approximately 145,000 patients responded to the online ads
- 872 completed responses generated within 13 weeks
- 48% subjects reported having a diagnosis of stump pain
- 59% of the respondents provided contact details to receive further information on stump pain

Key insights



2.4% of stump pain patients are currently or have participated in a trial



34% of patients searched for information about stump pain clinical trials on the internet



82% of the respondents were ≥ 50 years of age



Austria, France, Italy and the US achieved or exceeded 100% of planned responses



59% reported they would be interested in learning about a trial

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Type 2 diabetes

Global top 20 pharmaceutical company



Problem, Customer Need, and Targets

- The sponsor sought feasibility insight in to the target population to support the draft process of a trial protocol
- The survey was planned for Germany in order to gauge the interest level of the type 2 diabetes patients to participate in a clinical trial



Our solution

- Banner ads and text ads were placed on websites based on demographics of patient population
- Link to specific online questionnaire included in newsletter and online ads

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Results / Achievements

- Collected 11,879 completed responses in 54 days
- Exceeded the target number of 'true completers' (completed surveys with contact details) by 203% (2,500 planned vs. 5,099 actual)
- 79.9% of the respondents have never participated in a clinical study. 45.7% of those 79.9% would consider a participation in the clinical trial

Key insights



89.1% of respondents reported having a diagnosis of type 2 diabetes



95.5% were on a standard medication to keep the diabetes under control



Majority of the respondents (66.9%) were male



Majority (33%) of the subjects were between 56 to 65 years of age



42% of 'true completers' provided contact details to receive information about future diabetes trials

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Uremic pruritus

Multinational chemical company



Problem, Customer Need, and Targets

- The survey's target group were dialysis patients affected by uremic pruritus (UP) in Germany, Bulgaria, and Poland
- Besides gaining insight from a survey, the sponsor wanted to schedule a panel discussion with dialysis patients from Germany, in order to gain more individual insights into their daily disease management and interest to participate in a clinical study



Our solution

- Online ads were placed based on target group demographics, individually planned for each of the survey countries
- Our call center reached out to eligible patients who completed the survey and indicated interest in panel participation
- The panel was organized with an interpreter and moderator to ensure most efficient communication
- Cooperation with advocacy groups and patient organizations

Key insights



With 61%, the majority of the subjects in all countries were male



73% of the affected subjects were not treated



45% of subjects provided their contact details in order to receive information about UP



51% of the affected patients would consider participation in a clinical trial

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Results / Achievements

- 2,171 dialysis patients filled out the survey completely
- Results showed that the majority of the subjects were above 51 years of age
- Reached the survey results 92 days ahead of the schedule
- 12 German dialysis patients participated in a panel discussion
- Most of these patients seemed to be immediately ready to volunteer for a clinical study, after discussing the possible side-effects



Exceeded the target number of true completers by 80%

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Osteogenesis imperfecta

Mid-size pharmaceutical company

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Problem, Customer Need, and Targets

- We surveyed parents of children/adolescents between ages 2-17 years, diagnosed with Osteogenesis imperfecta
- The survey was planned in 12 countries for 12 weeks
- Challenging outreach as very rare disease in pediatric population



Our solution

- Online ads were placed based on target group demographics, individually planned for each of the survey countries
- Banner and text ads were placed on websites based on demographics of patient population in each survey country
- Invited parents in ClinLife database, supported by a small online advertising campaign/newsletter
- Link to a specific online questionnaire included in online ads



Results / Achievements

- 127 participants filled out the survey completely in 9 weeks
- Results showed that 23% of children either were in a clinical trial or had participated before
- Parents were willing to answer questions about their child's OI status, but not clinical trial information

Key insights



Parents of children aged 2 -10 were least likely to enroll their children in clinical trials, compared to children aged 11-17 years



25% of parents were not sure about the OI type



Parents were much more willing to travel to the site if they would be compensated for expenses



8 of 12 countries exceeded the number of surveys required for the OI questions



65% of 'true completes' provided contact details to receive information about future OI trials

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Chronic urticaria

Large pharmaceutical company



Problem, Customer Need, and Targets

- The observational study was carried out to learn more about the benefits of different treatments that are commonly used in chronic urticaria
- The survey objective was to obtain the completed surveys from Urticaria patients in Germany



Our solution

- Clariness developed a patient survey based on the sponsor's interest and the draft protocol
- Banner and text ads were placed on websites based on demographics of patient population in Germany

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Results / Achievements

- Clariness generated more than 500,000 website visits
- 17,500 completed surveys in 2.5 months
- 28% of the respondents suffered with urticaria symptoms for more than 6 weeks
- 33% of the patients were taking medicines for the urticaria
- 22% of the respondents would like to be informed about the future observational study on urticaria

Key insights



46% of the respondents were females



58% of the participants were from Germany



31% of the respondents were diagnosed with a chronic medical condition by a doctor



Clariness produced heat maps of patient responses that guided the sponsor to select sites in East Germany due to higher received responses from this region



38% of the respondents provided contact details

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Heart failure

Large pharmaceutical company



Problem, Customer Need, and Targets

- Clariness conducted an ad-hoc patient survey for congestive heart failure patients, inviting ClinLife database users, and conducting an online advertising campaign
- A 1-day patient survey was conducted in 3 countries in English



Our solution

- Invited patients and caregivers in ClinLife database, supported by a small online advertising campaign
- Link to a specific online questionnaire included in newsletter and online ads

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Results / Achievements

- 209 completed responses
- In general, heart failure patients were not aware of the stage of heart failure they were having (86%)
- Many of the heart failure patients have had a related procedure – mostly stenting (54%) and coronary artery bypass (36%)

Key insights



Main cause given for their HF was Coronary artery disease (48%) followed by heart attack (42%)



HF patients were on medication – mostly treated with blood pressure medication (80%) and blood thinners (74%)



39% stated they have moderate or severe decreased heart function



35% of HF diagnosed patients stated they have reduced ejection fraction



40% of the respondents reported having a heart failure diagnosis

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Atopic dermatitis

Large pharmaceutical company



Problem, Customer Need, and Targets

- The survey was planned for the Sponsor to get an understanding on the Atopic dermatitis (AtD) patient population to inform the planning processes of their upcoming studies as well as improve patient-centric protocols design
- Project scope: 1-month survey to obtain 1,000 responses
- Survey conducted in 4 countries - Germany, Poland, Mexico, and the US



Our solution

- Online advertising and email newsletters were used
- Targeted population based on patient demographics
- Patients completed a 21-question online survey
- Local language ads and ClinLife survey customized by country

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Results / Achievements

- 5,512 completed responses (551% more than planned) in 21 days
- 67% of survey participants were patients themselves (24% children; 43% adults) and 33% were caregiver of children
- 89% of participants confirmed having AtD diagnosis
- 51% were seeing a dermatologist for their AtD treatment
- Only 23% of participants were satisfied with AtD treatment

Key insights



A higher percentage of participants were female (72%)



All retention activities were seen as helpful by most participants, especially text messages (90%) and booklets (89%)



Retention activities were a little bit less relevant to children than to caregivers



Children (12-17 years) stated they were mainly treated by dermatologists (52%) and less frequently by pediatricians (21%)



56% of respondents would be very likely or likely to consider participating in an AtD medical research study

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Complex regional pain syndrome (CRPS)

Mid-size pharmaceutical company



Problem, Customer Need, and Targets

- Obtain insights from patients with complex regional pain syndrome (CRPS) in terms of demographics, disease state, treatments, and the importance of retention activities to remain in the study
- Project scope: 4 months survey to obtain 32,650 responses
- Survey conducted in 39 countries and 7 regions – NA, LatAm, WE, EE, APAC, ME and Africa



Our solution

- Online advertising was used
- Targeted population based on patient demographics
- Patients completed a 35-question online survey
- Local language ads and ClinLife survey customized by country

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Results / Achievements

- 95,055 completed responses (291% more than planned) in 3.5 months
- Approx. 13,006 (14%) subjects reported having a CRPS diagnosis and 6,571 (7%) stated they were unsure of their diagnosis
- Orthopedists were named most frequently as a type of doctor first diagnosing CRPS (24%), followed by Pain Specialists (15%)
- Medication (91%) and physical therapy (71%) were the most common form of treatments

Key insights



77% of the participants were female



The majority (56%) of participants who took part in the survey were over the age of 50



Only 12% of the participants have previously taken part in a medical research study, with 4% currently participating in a medical research study



67% of the respondents stated that they would be happy to receive the the reminder text messages as a part of the retention activities



61% would be very likely to take part in a medical research study for CRPS

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Pediatrics Type 2 diabetes

Large pharmaceutical company



Problem, Customer Need, and Targets

- The sponsor sought regional and feasibility insight in to the target population by reaching out to the caregivers/ parents of the children diagnosed with Type 2 diabetes in the US
- From the patient survey, Sponsor wanted to understand the following:
 - ✓ why is it difficult to enroll T2DM pediatrics patients into the study?
 - ✓ which of the study requirements / protocol criteria would make parents more or less likely to enroll their child into the study
 - ✓ is reducing the number of site visits will help attract more participants?, etc.



Our solution

- Online advertising focused on children that were diagnosed with type 2 diabetes and those at risk of developing diabetes
- Banner ads and text ads were placed on websites based on demographics of patient population

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Results / Achievements

- Collected 350 completed responses in 5 weeks
- Only 5% of respondents said that their children have previously taken part in a clinical research study
- 35% of parents reported that the longer duration of the study, length of clinical visits and total number of visits would have a major or very negative impact on the interest level of parents enrolling their children in the study

Key insights



33% of respondents reported having a child with the diagnosis of T2DM and 21% stated their child was at risk of developing it



25% of parents/caregivers stated that compensation would be the main reason for them to enroll their children in a study



Majority of the respondents (63%) were female



58% of the children diagnosed with T2DM use insulin and metformin



41% of caregivers/parents would consider enrolling their child in the future diabetes trial

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T2DM and Diabetic kidney disease (DKD)

Large pharmaceutical company

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Problem, Customer Need, and Targets

- Obtain insights from patients with Type 2 diabetes (T2DM) and clinically diagnosed with diabetic kidney disease (DKD) in terms of demographics, disease state, treatments, and willingness to participate in a clinical trial
- Project scope: 4 months survey to obtain 27,850 responses
- Survey conducted in 46 countries and 7 regions – NA, LatAm, WE, EE, APAC, ME and Africa



Our solution

- Online advertising was used
- Targeted population based on patient demographics
- Patients completed a 35-question online survey
- Local language ads and ClinLife survey customized by country



Results / Achievements

- 284,844 completed responses in 4 months
- Approx. 229,129 (97.7%) subjects reported being diagnosed with diabetes by a doctor and 194,627 (85%) of the subjects were diagnosed with Type 2 diabetes
- 55% of the subjects were aware of their last HbA1C level, which was between 6.5-11.9%
- 15.7% of the survey participants were informed by their doctor that their kidney function was reduced

Key insights



57% of the participants were female and 42% were males



The majority of participants who took part in the survey were over the age of 55



53% of the respondents sought medical research studies related information on internet



64% of the respondents stated that they would be happy to receive the the reminder text messages as a part of the retention activities



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Ulcerative colitis

Large pharmaceutical company



Problem, Customer Need, and Targets

- The client's objectives were to
 - ✓ Understand patient pathway / journey, disease burden including their perception on burden of biopsy and sigmoidoscopy
 - ✓ Validate protocol design matching patient profiles to I/E and
 - ✓ Optimize recruitment with patient-centric real-world data
 - ✓ Affected patient's attitude / concerns on clinical trials
- Target / KPI: collect 250 responses of diagnosed UC patients
- Very tight timelines



Our solution

- ClinLife surveys: tested and proven, mobile optimized platform
- Published survey in English only covering 2 countries
- Expedited timelines to meet tight timelines
- Highly targeted and efficient online advertising to reach out

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Results / Achievements

- Extended target to collect over 50% additional responses with no impact on overall timelines
- 78% of patients would consider participating in a clinical trial if it improved their health
- 30% of patients would feel very uncomfortable for travelling more than 1 hour to site

Key insights



Majority (91%) of patients reported having UC diagnosis confirmed with colonoscopy



38% of the respondents were moderately and 15% were severely affected by UC



79% reported taking oral medication to treat their UC and 46% were trying to control their disease with nutrition/diet



69% of respondents reported to explore different treatment options



44% would likely to consider participating in a UC clinical trial

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Nonalcoholic steatohepatitis (NASH)

Large pharmaceutical company



Problem, Customer Need, and Targets

- The client's objectives were to
 - ✓ Identify patient's understanding/perception of NASH
 - ✓ Understand patient pathway / journey and impact of the disease on their day to day lives
 - ✓ Primary healthcare who diagnosed these patients with NASH
 - ✓ Optimize recruitment with patient-centric real-world data
 - ✓ Affected patient's attitude / concerns on clinical trials
- Due to a low prevalence, rate of diagnosis and awareness regarding the disease, our survey was focused on patients who had either Fatty Liver, NAFLD, NASH, Cirrhosis, Viral Hepatitis or were unsure about their liver condition



Our solution

- ClinLife surveys: tested and proven, mobile optimized platform
- Published survey in 5 local languages covering 5 countries
- Survey designed by Clariness addressing all objectives
- Highly targeted and efficient online advertising to reach out

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Results / Achievements

- >3,900 respondents completed the survey in 1 month of outreach
- >1,400 patients interested in trial and provided contact details
- 78% of the respondents would want the access to the results once the trial has been completed

Key insights



81% of the participants were over 50 years of age, of which 87% were females



Majority of patients continue to visit their GP (47%) for ongoing treatment of their liver condition



Ultra Sound (51%) or Blood tests (50%) reported as the most common methods of diagnosis



45% of patients diagnosed with NASH agreed that their current liver condition impacts their daily life



54% would likely to consider participating in a clinical trial

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