

# CLARINESS

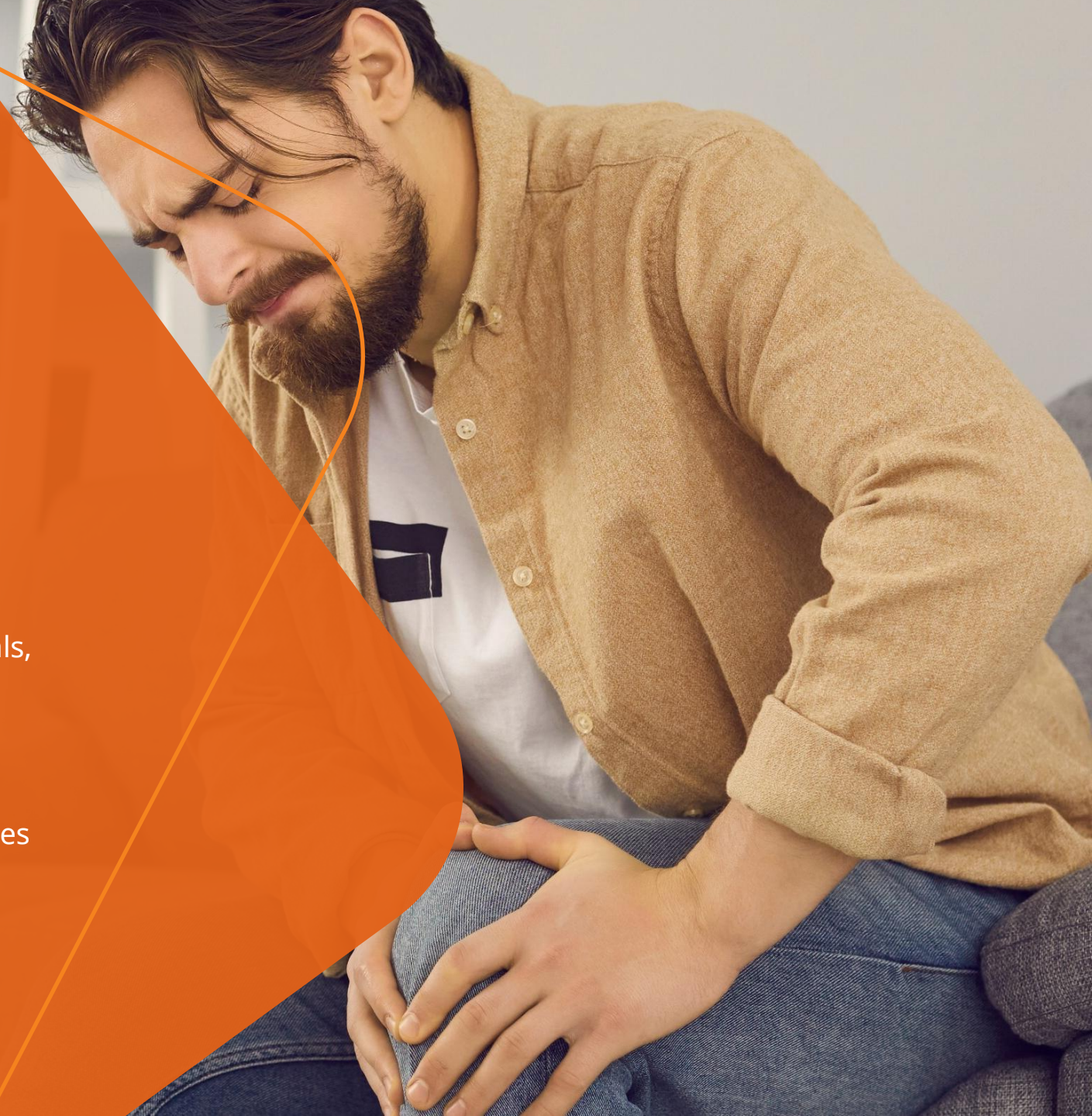
## CASE STUDIES

# Arthritis

At Clariness, we have experience in over 20 arthritis trials, worldwide.

### Highlights include:

- ✓ Delivered 38% of randomizations at participating sites
- ✓ 2.5x more patients randomized than planned



## CASE STUDY

### RHEUMATOID ARTHRITIS

# Delivered 38% of randomizations at participating sites



## Overview:

- > A phase II study for patients diagnosed with rheumatoid arthritis
- > The protocol targeted patients with  $\geq 4$  swollen and tender joints, requiring a minimum of 3 months' methotrexate (MTX) use before screening
- > The recruitment campaign took place over 4.5 months, across 33 sites in 10 countries

## Our approach:

- > Advertisements were placed on websites aligning with demographics of the trial population
- > We advertised on various digital media platforms with social media channels providing the highest referral conversion rates
- > We provided trial site support to boost patient outreach capacity, ensuring an effective recruitment process

## Our results:

✓ **822**  
Referred  
patients

✓ **10**  
Countries  
and 33 sites

✓ **38%**  
Contribution of total  
randomizations at sites



## CASE STUDY

### PSORIATIC ARTHRITIS

**2.5x more patients  
randomized than  
planned**

#### Overview:

- > Digital recruitment campaign for two Phase III studies targeting adults with active psoriatic arthritis, following strict I/E criteria
- > 100 sites in 12 countries in APAC & EU: Argentina, Australia, Canada, Finland, Germany, Italy, Netherlands, New Zealand, Poland, South Africa, Sweden & USA
- > One campaign ran for 2 months, the other for 6 months
- > The client also requested that we develop patient-facing materials to aid in recruitment efforts

#### Our approach:

- > 2-tier screening implemented online and phone, to ensure high quality referrals
- > Dedicated Enrollment Managers for each site speaking the local language
- > One smart screener for both protocols
- > Weekly reporting with progress shown per protocol
- > Optimized advertisement budget with one campaign for both protocols

#### Our results:



**69%**

contribution of  
randomized patients at  
ClinLife® participating  
sites



**187**

ClinLife® patients  
referred to sites



**2.5x**

more patients  
randomized than  
planned





# Get in touch

Learn how we can support and scale  
your arthritis 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.



[www.clariness.com](http://www.clariness.com)

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