



CASE STUDIES

Arthritis

At Clariness, we've performed patient recruitment for 45+ arthritis studies across the globe.

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

2.5x more patients randomized than planned

Psoriatic Arthritis studies for a large pharmaceutical study

CLARINESS



Overview and Challenges

- Digital recruitment campaign for two Phase III studies targeting adults with active psoriatic arthritis
- Patient facing materials to support recruitment
- Countries in scope: Argentina, Australia, Canada, Finland, Germany, Italy, Netherlands, New Zealand, Poland, South Africa, Sweden, USA
- Strict I/E criteria



Our approach

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



Results

- 2.5x more patients randomized than planned
- Clariness' ClinLife platform contributed 69% of randomized patients at participating sites
- Protocol enrollment met sooner than planned for both protocols
- This was made possible through a close working relationship between the Sponsor and Clariness' team

Project scope



9-month
recruitment
campaign



100 sites in 12
countries
(AR, AU, CA, DE, FI, IT,
NL, NZ, PL, SE, US, ZA)



Regions:
APAC, EU,
LatAm, NA



871 ClinLife
patients referred
to sites

Contributed 64% of randomized patients

Rheumatoid arthritis study for a small biotech company

CLARINESS



Overview and Challenges

- Phase III recruitment study on rheumatoid arthritis
- Project was planned for 6 months
- The scope was to conduct the study in 4 countries in 4 different languages, which was expanded to 5 countries and 5 languages



Our approach

- Online recruitment strategy, including online channels based on local demographics and target group, customized for each country
- 2 level pre-qualification process was implemented, including 1st level online and 2nd level phone-based pre-screening for potential patients
- Trial site support to boost patient outreach capacity



Results

- ClinLife randomized 64% of patients at participating sites
- Online tactics proved very cost efficient, resulting in a cost per randomized at below €1,800
- Many investigators requested to work with ClinLife again for recruitment on upcoming studies

Project scope



6-month
recruitment
campaign



22 sites in 5
countries
(CZ, PL, RU, UK, ZA)



Regions:
AFR, EE, WE



We contributed 64% of
randomized
patients at participating
sites

Clariness referred 822 ClinLife patients to sites

Rheumatoid arthritis study for a large pharmaceutical company

CLARINESS



Overview and Challenges

- Online recruitment for a Phase II study for patients diagnosed with rheumatoid arthritis
- The study was difficult to recruit for as the protocol focused on patients who:
 - Have ≥ 4 swollen and painful (tender pain) joints
 - Must be taking methotrexate (MTX) for at least 3 months before screening
- The campaign was planned for a duration of 4.5 months in 10 countries



Our approach

- Banner ads and text ads were placed on websites based on demographics of trial population
- Facebook advertising, which turned out to be the key channel of the outreach campaign
- Targeted users interested in "rheumatoid arthritis" and related topics
- Trial site support to boost patient outreach capacity



Results

- **We contributed 38% of total consented patients for ClinLife participating sites**
- 77% of participating patients were female, with $>80\%$ between 40-69 years of age
- Medication requirement led to a higher drop-out rate during our pre-screening – 70% were taking MTX for more than 3 months

Project scope



4.5-month recruitment campaign



33 sites in **10 countries**

(CA, CZ, DE, EE, HU, IT, PL, UA, UK, ZA)



Regions:

EE, NA, WE, ZA



822 ClinLife patients referred to sites

Cost per randomized patient 54% lower than planned

Osteoarthritis of the hip or knee study for a large pharmaceutical company

CLARINESS



Overview and Challenges

- Online patient recruitment for a Phase III study where patients needed to be diagnosed with osteoarthritis of the hip or knee
- The study was difficult to recruit for as the protocol focused on patients who had failed treatment with acetaminophen therapy / contraindication to / intolerance to NSAID and tramadol / opioids
- The campaign was initially planned for 3 months in 4 countries; the Sponsor made 3 amendments to include additional countries, making it a total of 8 active countries and a 6-month advertisement campaign



Our approach

- Banner ads and text ads were placed on websites based on demographics of trial population
- Facebook advertising, which turned out to be the key channel of the outreach campaign
- Ads were shown within a specific radius (50 km) around clinical trial centers
- Targeted users interested in "osteoarthritis" and related topics
- Trial site support to boost patient outreach capacity



Results

- **Overall cost per randomized patient was 54% less than planned**
- 84% of participants reported having a diagnosis of osteoarthritis of the hip or knee
- Medication requirement led to a higher drop-out rate during our pre-screening – 32% had never taken medication
- To reduce site burden, only patients who were willing to attend all site visits (10) within 12 months were sent to sites

Project scope



6-month
recruitment
campaign



56 sites in 8
countries

(BG, DE, ES, FR, IT, PL,
SE, UK)



Regions:
EE, WE



1,111 ClinLife
patients referred
to sites

173 ClinLife patients referred to sites

Osteoarthritis study for a mid-size pharmaceutical company

CLARINESS



Overview and Challenges

- Online patient recruitment support for a Phase II study looking for patients with moderate-to-severe chronic pain due to knee osteoarthritis
- Study enrollment planned for 25 sites in 4 countries for a 3-month campaign
- Main challenge: Identifying patients on stable analgesic medications for their condition with regular intake (6 days a week) for at least 3 months prior to the enrollment visit



Our approach

- Online awareness campaign, including search engine marketing, banner advertising on relevant websites, and social media
- 2-level pre-qualification process was implemented, including 1st level online and 2nd level phone-based pre-screening for potential patients
- Our Enrollment Management team helped sites to enroll referred patients



Results

- **>200,000 visited ClinLife trial-specific landing pages**
- 96% of participants reported having osteoarthritis of a knee joint
- 24% of participants were taking pain medication every day for their osteoarthritis – however, 28% were not taking any pain medication at all
- Site participation level was good, with only 10% of sites opting out of ClinLife patient recruitment as they already had enough patients

Project scope



3-month
recruitment
campaign



53 sites in 5
countries
(AT, DE, FR, PL,
SP)



Regions:
EE, WE



173 ClinLife
patients referred
to sites

Get in touch

Learn how we can support and scale your arthritis 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

