



CASE STUDY

Asthma

At Clariness, we've performed patient recruitment for 30+ asthma trials, from Phase I to Phase III.

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

Recruitment campaign cost 25% under budget

Pediatric and adult asthma Phase IV studies for a large pharmaceutical company

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Overview and Challenges

- Two similar asthma protocols in different age groups: 4 – 11 years old & 12+ years old
- Key challenges:
 - Physicians reluctant to change effective & tolerated standard of care medication in children
 - Corticosteroid use to treat asthma within past 12 months
 - ER / Hospitalization for asthma within past 12 months



Our approach

- Online recruitment strategy including online channels based on local demographics and target group customized for each country
- Online pre-qualification only due to low protocol complexity
- Trial site support to boost patient outreach capacity



Results

- **Total campaign costs were <25% (under budget)**
- Almost 1 million visitors to pediatric trial website
- Our recruitment resulted in early enrollment closure for the adult trial
- High online screening failure (77%) in pediatric trial; of the 82% who passed, the parents chose not to submit referral

Project scope



4-month
recruitment
campaign



106 sites in 4
countries
(CZ, DE, HU, PL)



Regions:
EE, WE



We contributed:
36% of adult and 31%
of pediatric patients
(for ClinLife participating sites)

Get in touch

Learn how we can support and scale your asthma 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.



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