CLARINESS

CASE STUDIES

Atopic dermatitis

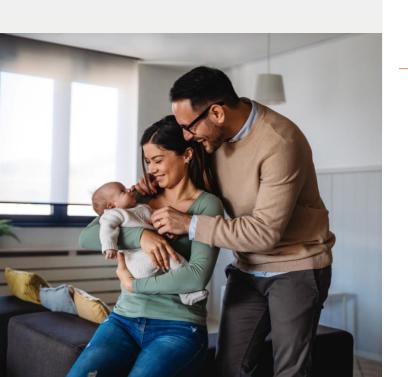
Highlights include:

- ✓ Randomization within 1 week of campaigning for pediatric patients aged 3-24 months
- ✓ Recruitment targets exceeded using 73% of budget
- √ 300+ pediatric & adult patients completed our longitudinal survey



CASE STUDY ATOPIC DERMATITIS

Randomization within 1 week of campaigning for pediatric patients aged 3-24 months



Overview:

- Rescue support of early atopic dermatitis study in children aged just 3-24 months old
- Study required 5 randomizations within 4 months, which required fast set-up of 14 sites across Germany
- The young age criteria required new patient acquisition vs. contacting patients within our existing database

Our approach:

- We leveraged indication-specific marketing to begin recruitment within 2 weeks of signing the agreement, while awaiting EC approval on study-specific materials
- We generated our first referral on day 1, randomizing them within 1 week
- Our Patient Marketing team developed partnerships with pre-kindergartens to share study information and marketing materials with parents

Our results:

3 100%

Randomizations vs. target to close the study in rescue

⊘ +33%

Referral conversion via pre-kindergarten partnerships



Set-up of campaign and onboarding of 14 sites

CASE STUDY ATOPIC DERMATITIS

Over delivered consented patients, ahead of schedule, and under budget



Overview:

- Patient recruitment for an international, phase III atopic dermatitis study, on behalf of a large pharmaceutical company
- Recruitment planned for 5 months, 7 countries, and 85 sites
- We exceeded target ahead of schedule which led to an earlier completion of campaign

Our approach:

- Multi-channel patient campaign including search engine marketing, banner advertising, and social media
- 2-step online and phone pre-screening to ensure high quality referrals, leading to our over delivering consented patients
- Weekly dedicated site performance review helped us better support and nurture the referral to randomization process in a shorter timeline, which allowed us to under spend the initial media budget

Our results:



136%

Consented referrals target



-40%

Shorter time to deliver

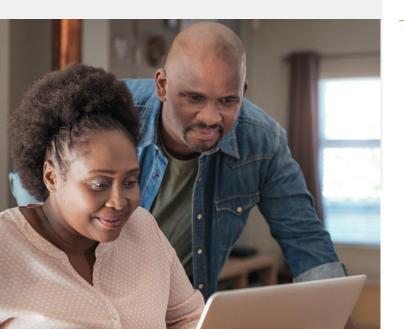


-36%

Media budget used

CASE STUDY ATOPIC DERMATITIS

Recruitment targets exceeded using 73% of budget



Overview:

- Support recruitment of patients with moderate-tosevere atopic dermatitis for Phase III study
- Originally planned to run in 4 countries for 16 weeks (extended to 18 weeks)
- > 18-week recruitment across 15 sites in 3 countries

Our approach:

- Online awareness campaign:
 Geographic, demographic, psychographic, and behavioural targeting
- > 2 level pre-qualification process was implemented including 1st level online and 2nd level phone-based pre-screening for potential patients
- > We designed a guided Body Surface Area (BSA) screening carried out during phone pre-screening

Our results:

+53%
Randomizations
vs. target

⊘ +26%

Consented referrals

-27%
Initial budget
spent

CASE STUDY

ATOPIC DERMATITIS

300+ pediatric & adult patients completed our longitudinal survey

Key highlights

- Reached goal of 300 true completers, with 1:1 ratio of adult and minors
- Persistent reminder system implemented for retention
- Designed, invited, and begun survey within just 6 weeks

45,000+

Datapoints monitoring condition and treatment progress over 3 months

300+

Survey completers with a 1:1 ratio of adults and minors

3 countries

The survey was launched in Austria, Germany, and Switzerland

4 weeks

Turnaround from survey design to launch, and still reach our target

28 entries

Each respondent had to complete 4 surveys, and 24 diaries, over 3 months

10,000+

Reminders sent to ensure consistent diary and survey entries



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