CLARINESS

CASE STUDIES

Atopic dermatitis

At Clariness, we have performed patient recruitment for over 20 atopic dermatitis trials, from Phase I to IV.

Case study highlights:

- √ +36% consented target reached, 40% ahead of schedule
- ✓ 59% randomization contribution using 50% of budget
- √ +53% randomizations vs. target



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 in 7 countries across 85 sites
- We exceeded target ahead of schedule which led to an earlier completion of the campaign

Our approach:

- Multi-channel campaign which included search engine marketing, banner advertising and social media ads
- 2-step online and phone pre-screening to ensure high quality referrals, leading to over delivering consented patients
- By conducting weekly dedicated site performance reviews, we enhanced our ability to support and nurture the referral to randomization process within a shorter timeline. As a result, we were able to optimize the initial media budget.

Our results:



+36%

Consented referrals target



-40%

Shorter time to deliver



-36%

Media budget used

CASE STUDY ATOPIC DERMATITIS

Total investment per patient 50% lower than planned



- > Rescue strategy for a Phase II study
- Initial strategy employed by sponsor had unexpected delays and no referrals, we were asked to rescue the study and keep the recruitment on track
- > Recruitment planned for 3 months across 5 sites in Germany

Our approach:

- > Banner ads and text ads were placed on websites based on demographics of trial population
- > 2 level pre-qualification process was implemented including 1st level online and 2nd level phone-based pre-screening for potential patients
- Our Enrollment Sucess Team helped sites to qualify and refer patients

Our results:



59%

Contribution of total randomizations at sites



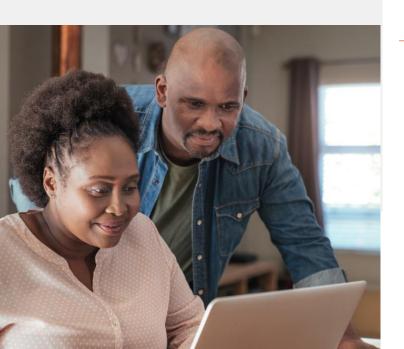
-50%

Investment per patient



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:



Randomizations vs. target

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+26%

Consented referrals

⊘ -2

Initial budget spent



Get in touch

Learn how we can support and scale your atopic dermatitis study

CONTACT US

