

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

ATOPIIC 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

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CASE STUDY
ATOPIC DERMATITIS

**Total investment
per patient 50%
lower than
planned**



Overview:

- > 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 Success 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-to-severe 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

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Get in touch

Learn how we can support and scale
your atopic dermatitis study

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About Clariness

At Clariness, we accelerate patient recruitment for clinical trials, to bring new medicines and treatments to patients faster. With 18 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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