

CLARINESS

How to choose the right patient recruitment vendor

The 6 areas to consider when
choosing a new recruitment vendor



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While there are many deciding factors when choosing a new patient recruitment vendor, these areas should be addressed in initial discussions to narrow down your search.

Want to know how Clariness scores across these 6 areas?

[Contact us](#)



1. Experience
Locations & indications



2. Agility
Fast set-up and scalability



3. Site-level NPS
Site willingness & experience



4. Funnel confidence
Data-driven patient funnels



5. Diversity
Supporting DE&I targets



6. Compliance
Adherence to compliance



EXPERIENCE & TRACK RECORD

Nothing instills confidence in a new vendor than hearing that they have successfully performed patient recruitment in your chosen countries and indications.

Why does experience matter?

The more experience a vendor has in your chosen indication, countries, and patient profiles, the more performance data they should own, which provides greater recruitment efficiencies.

What to ask potential vendors

1. How many studies have you performed in [countries] and/or [indication(s)]?
2. Can you provide us with case studies of previous studies aligned to our protocol?
3. What are the biggest barriers you foresee in recruiting patients for our study?

What you should expect

- Examples of previous recruitment campaigns with numbers on patient contribution
- If they have not performed in your countries or indication, you should see examples of other campaigns with a similar patient profile, with explanations as to how they're connected
- Listed I/E criteria or patient behaviors that will have the biggest impact on enrollment.

Clariness has supported 1,200+ studies, across 100+ indications

- Randomized 25,000+ patients, in 50+ countries, via our proprietary platform ClinLife®
- Our platform, coupled with performance data from 1,200+ studies allows us to identify the highest performing strategies for specific indications, countries, and patient demographics
- Using this in-house data and knowledge, we develop strategies aligned to your protocol

To learn more, [contact us](#).



AGILITY

Speed is essential for planned and rescue studies, it can be the difference between exceeding and missing enrollment targets.

Why does agility matter?

The faster a vendor can set-up study pages, advertising campaigns, and site users within its portal, the faster recruitment can begin. The cost to sponsors for just a single day in lost sales due to enrollment is estimated between \$600K and \$8M, according to Forbes.

What to ask potential vendors

1. What is your average go-live time, from contract signature to campaign launch?
2. How long does it take to onboard sites and their users?
3. What is your patient response time, from registration to first contact?

What you should expect

- A definitive answer on average go-live time, either the overall time, or country-specific times
- An overview of the set-up to go-live process, with timeframes for each step
- Vendors should measure their patient response time in hours not days, and ideally <1hr

Clariness can have your study listed and recruiting within 10 days

Set-up / go-live:

- ENG Master submission document ready: <10 days
- Indication-specific recruitment campaign and site set-up: <10 days

Our in-house Enrollment Success Team first patient contact:

- Internationally: <1hr
- In the United States: <20mins

To learn more, [contact us](#).



SITE-LEVEL NPS SCORE

Referrals are meaningless if they are not processed by your sites, therefore optimizing site opt-in and engagement is critical to reach randomization targets.

Why do site NPS scores matter?

While site opt-in rates provide a general indication of willingness to use a vendor's platform, it does not indicate if they do use it, or how their experience of the vendor was. A higher NPS score with sites suggests a good working relationship, and satisfaction of both referrals and the vendor's platform.

What to ask potential vendors

1. What is your NPS score with sites?
2. If you do not have one, how do you measure site satisfaction?
3. What site-level reporting can I expect to see as a client of yours?

What you should expect

- Of course, you would hope to see a score of 9 or 10, marking their sites 'Promoters'
- Results and scores from site satisfaction surveys or similar should they not measure NPS
- A portal or area showing funnel performance which is filterable by site, country and more, showing sponsors exactly how sites are performing, and highlighting high and low performers.

Clariness has nurtured an NPS of 9 with sites across the globe

- We have a site-level NPS of 9, site opt-in is >80%, and have worked with >7,000 sites globally
- Our Enrollment Success Team provides warm transfers, direct scheduling, and more
 - *Directly scheduling patients increases randomization rates by 4x*
- Referral flows managed by adjusting / pausing site-level marketing per site capacity / request
- Site onboarding to referral management is all digitized, allowing us to provide sponsors with performance data by site, country, and more

To learn more or get a demo of our portal, [contact us](#).



FUNNEL CONFIDENCE

Patient recruitment vendors should provide concrete patient funnels backed by data and experience.

Why does funnel confidence matter?

The more realistic, and data-driven the funnel, the more confidence you can have that they will deliver patients. Funnels not leveraging medical and marketing data lead to underperformance and frustration for you. The better vendors challenge assumptions and explain any differences in their numbers vs. your expectations.

What to ask potential vendors

1. Can you provide a detailed funnel with your proposal?
2. Please highlight any foreseeable challenges within your funnel?
3. What data was used to create your funnel? (how many studies, how many patients, etc.)

What you should expect

- A detailed funnel showing key parameters, investment overview, and the estimated numbers / conversion of each funnel step, from website visits to consented patients
- Arguments and data backing assumptions and numbers within the funnel
- The vendors source data, either listed or a view from their internal data platform

Clariness' funnels are backed by unrivalled performance data

- Our patient portal, ClinLife® welcomes 15 million patient visitors per year, and every step of the patient journey from landing page visit to randomization / drop-out
- Clariness' funnels are built upon this data, market research via patient surveys, and input from our medical and marketing experts
- Funnels outline key parameters, including the difference in numbers based on client investment, and ultimately provide an estimated price per consented patient for your studies

Want to see a Clariness funnel? Send us an RFP via our website, [contact us](#).



DIVERSITY

As the momentum for diversity in clinical trials continues to grow, it is essential to partner with a vendor who can actively support and advance DE&I targets.

Why does patient diverse recruitment matter?

Requirements are being placed on sponsors to meet DE&I targets in their trials' patient populations. Patient recruitment vendors should have data, materials and tactics in place to develop inclusive campaigns that help studies reach more patient populations.

What to ask potential vendors

1. What DE&I considerations impact the design of your recruitment campaigns?
2. What data do you have on diversity that can support our study?
3. Do you have examples of diversity in your campaigns?

What you should expect

- Diversity varies by continent and indication, the vendor should be aware of this and articulate if ethnicity, age, sexual orientation, socio-economic status or more are impactful to your study
- Vendors should highlight what considerations and data they use to develop language that's used by real patients, and inclusive imagery that reflects your population
- The ability to survey patient populations to uncover diversity considerations needed for your study would be a bonus

Clariness' focus on diversity

- We run the largest trial diversity survey to date, learning the drivers and barriers, to participation across a range of education levels, socioeconomic groups, racial and gender identities, ages, and more, with responses from >6,000 patients across 9 countries
- This data, filterable by indication, country, and more, fuels the creative process of our campaigns to develop inclusive campaigns that deliver on diversity targets

To learn what diversity data we have in your target indication / countries, [contact us](#).



COMPLIANCE

Having confidence in a vendor's adherence to compliance can provide comfort that your patients, and brand, are safe from the damage of data breaches.

Why does compliance matter?

Protecting patient data from being breached or exposed, of the damage it can have on the patient's life, and the damage it can bring upon the reputation of the site and sponsors involved, ultimately damaging the industry.

What to ask potential vendors

1. What security measures are in place to prevent data breaches? Have you had a breach?
2. What national compliance regulations will we need to adhere to for our study countries?
3. What processes are in place to share the right data with sites and sponsors?

What you should expect

- Ideally the vendor should have had no security breaches in the past, but if they have, get a detailed overview of what happened, the response and timing, and what's in place today
- The vendor you're speaking with should be able to list relevant local and global regulations that would be applicable to your study countries, and showcase they're experience with them
- Vendors should be able to show the process of patient registration to randomization, and outline at which points, what level of data is shared and how it's accessed

Clariness' privacy promise

- No data breaches ever, and we were founded in 2005
- We have worked with 13 of the 15 largest pharma companies in the world
- We use encryptions and permissions to ensure patient data is never exposed
- Patient data is only shared once consent is given (GDPR compliant)
- Site-specific patient data is viewed in a dedicated Site Portal, only accessed by permissioned users
- Sponsors see funnel and site performance with non-PII data in a dedicated Sponsor Portal
- We have a 98% IRB/EC approval on first submission on a global level
 - We have already successfully passed EU CTR submissions

To learn more about our compliance, [contact us](#).



Consider Clariness for your future studies

Having randomized 25,000+ patients across 100+ indications, we know how to deliver, and have the data and experience to prove it.

⁹ Find out more:

[CONTACT US](#)

