

CLARINESS

Winter is coming, don't be left out in the cold

Heat up your winter recruitment with Clariness!

Dive into detailed case studies on a variety of indications, including skin disorders, respiratory issues, arthritis, diabetes, depression and more.



Like going after any peak, preparation is key

As summer winds down and winter approaches, the season of increased illness is on the horizon. While this can seem like a gloomy prospect, it presents a seasonal opportunity to accelerate your patient recruitment efforts by prioritizing the indications for which patients are seeking treatment options this winter.

Get ahead of the curve by planning your recruitment strategy now to make the most of this valuable window.



Key winter indications

We've reviewed our study registration and online screening data to discover the indications that trend every winter. In this resource you'll find case studies on how we recruit for each trending indication.

To learn more, read our [blog](#) on capitalizing on seasonal trends.

Your indication isn't mentioned? [Discover all](#) our indications of expertise.

- [Atopic dermatitis](#)
- [Chronic obstructive pulmonary disease \(COPD\)](#)
- [Chronic rhinosinusitis](#)
- [Major depressive disorder](#)
- [Multiple sclerosis](#)
- [Psoriatic arthritis](#)
- [Psoriasis](#)
- [Rheumatoid arthritis](#)
- [Type 2 diabetes](#)

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

CLARINNESS

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:

✓ **100%**

Randomizations
vs. target to close
the study in rescue

✓ **+33%**

Referral conversion
via pre-kindergarten
partnerships

✓ **2 weeks**

Set-up of campaign
and onboarding of
14 sites

CLARINESS

CASE STUDY
COPD

**2.5x referrals
generated,
at 3.5x less cost
per referral**



Overview:

- > Chronic obstructive pulmonary disease recruitment in Australia, Canada, New Zealand, and US at 80 sites
- > Reached our consented patient target despite higher screen fail rate, while reducing cost per study registration to 51% of budget, and cost per referral at 28% of budget

Our approach:

- > Using online advertising, social media, and the ClinLife® database, we drove 64.3K patient traffic at a very low cost
- > We contacted patients within 20 mins of registering, or at their nominated time, and made 10 attempts to contact every patient, leading to 93% patient reachability
- > Managed the referral flow by temporarily pausing sites with 10+ open referrals at any one time to prevent site burnout during our referral over performance

Our results:

✓ **20%**
Contribution of
randomized patients
(47% ex. US)

✓ **93%**
Patient
reachability rate

✓ **1,352**
Pre-screened
referrals generated

CLARINNESS

CASE STUDY
CHRONIC
RHINOSINUSITIS

**Met over 220% of
target consented
patients**



Overview:

- > Chronic rhinosinusitis recruitment at 45 sites across 4 cities for a US-based clinical stage company looking to boost referrals.

Key challenges overcome:

- > EC document approval took longer than expected
- > Promoted two similar studies, with differing protocols
- > Site specific challenges: Half the planned number of sites were activated, 40% had competing studies underway and many had never worked with a recruitment vendor

Our results:

✔ **+216%**
Of target referrals

✔ **25%**
Of planned time
needed to reach
referral target

✔ **+145%**
Of target study
registrations

CLARINESS

CASE STUDY
MAJOR DEPRESSIVE DISORDER

**Patients enrolled
at 71% less cost
than previous
recruitment
vendor**



Overview:

- > Online patient recruitment for phase III MDD study
- > We replaced the study's previous vendor after 6 months of being in the study
- > 12-month recruitment campaign, across 184 sites, in 12 countries

Our approach:

- > Our campaign was strategically positioned on sites and channels aligned to patient and caregiver demographics
- > Our ads were placed within a specific radius of study sites
- > Constant engagement and support of sites boosted patient reach and screening capacity

Our results:

✔ **-3.5x**
Cost per enrolled patient vs. previous recruitment vendor

✔ **7 months**
Enrollment time saved due to our support

✔ **2.3M**
Website visits generated

CLARINNESS

CASE STUDY
MULTIPLE SCLEROSIS

In-campaign optimizations drove referral rates & conversion



Overview:

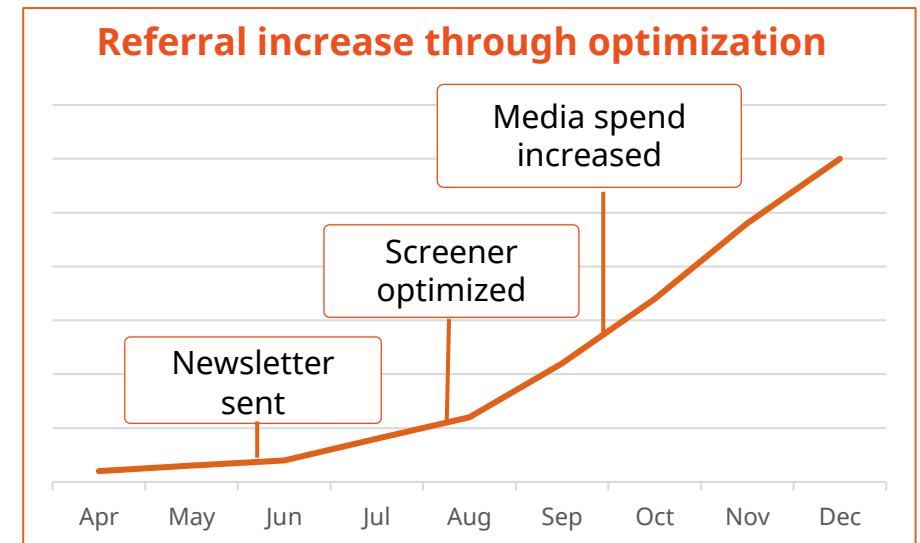
- > MS patient recruitment for multinational sponsor in 4 major cities in Germany
- > Campaign screeners and set-up was completed in only 2 weeks

Our approach:

- > By leveraging our patient newsletter database, screener optimizations and increasing media budget spend, we dramatically boosted referrals

Our results:

- ✔ **+40%**
Referral conversion
- ✔ **65%**
MS population successfully
screened in just a few weeks
- ✔ **+50%**
Referrals generated
through our newsletter



CASE STUDY

PSORIATIC ARTHRITIS

2.5x more patients randomized than planned



Overview:

- > Digital recruitment campaign for two Phase III studies targeting adults with active psoriatic arthritis, following strict I/E criteria
- > 100 sites in 12 countries in APAC & EU: Argentina, Australia, Canada, Finland, Germany, Italy, Netherlands, New Zealand, Poland, South Africa, Sweden & USA
- > One campaign ran for 2 months, the other for 6 months
- > The client also requested that we develop patient-facing materials to aid in recruitment efforts

Our approach:

- > 2-tier screening implemented online and phone, to ensure high quality referrals
- > Dedicated Enrollment Managers for each site speaking the local language
- > One smart screener for both protocols
- > Weekly reporting with progress shown per protocol
- > Optimized advertisement budget with one campaign for both protocols

Our results:



69%

contribution of randomized patients at ClinLife® participating sites



187

ClinLife® patients referred to sites



2.5x

more patients randomized than planned

CLARINESS

CASE STUDY

PSORIASIS

+30% randomized contribution using 50% of the planned budget



Overview:

- > Phase II psoriasis study for a large biotechnology company
- > Recruitment campaign planned for 18 months in 9 countries across 40 sites

Our approach:

- > We proposed a feasibility strategy to focus on selecting regions with the highest potential ROI
- > We strategically placed banner ads aligned with demographics of the trial population to ensure more impact and engagement
- > Ads were started/ stopped based on feedback from Clariness Enrollment Managers to maximize effectiveness

Our results:

✓ **+30%**
Contribution of randomized vs. target

✓ **-50%**
Available budget used to achieve target

✓ **600+**
Randomized patients

CASE STUDY

RHEUMATOID ARTHRITIS

Delivered 38% of randomizations at participating sites



Overview:

- > A phase II study for patients diagnosed with rheumatoid arthritis
- > The protocol targeted patients with ≥ 4 swollen and tender joints, requiring a minimum of 3 months' methotrexate (MTX) use before screening
- > The recruitment campaign took place over 4.5 months, across 33 sites in 10 countries

Our approach:

- > Advertisements were placed on websites aligning with demographics of the trial population
- > We advertised on various digital media platforms with social media channels providing the highest referral conversion rates
- > We provided trial site support to boost patient outreach capacity, ensuring an affective recruitment process

Our results:

✔ **822**
Referred patients

✔ **10**
Countries and 33 sites

✔ **38%**
Contribution of total randomizations at sites

CASE STUDY
TYPE 2 DIABETES

>24%
contribution of
randomizations



Overview:

- > Phase III type 2 diabetes study, recruiting over 6 months
- > We set-up and referred patients to 100 sites in 10 countries, including: Australia, Canada, Germany, Hungary, the Netherlands, Poland, Serbia, UK, USA and South Africa

Our approach:

- > Online recruitment strategy, using channels aligning to international demographics of target patient group
- > Advertisements and ClinLife® landing pages redesigned and localized for each country
- > Supporting 2 protocols, we developed a smart screener to better align referrals to the most appropriate study

Our results:

✓ 24%

Randomization
contribution

✓ 100

Sites supported
in 10 countries

✓ 2,176

Referrals ClinLife®
referrals generated



Get in touch

Plan ahead for winter and talk to our experts today

[CONTACT US](#)

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.



www.clariness.com

Follow us:

