

# CLARINESS

## CASE STUDY

# Psoriasis

### Highlights:

- > Used -50% of budget
- > 30% randomized contribution
- > Feasibility strategy to reach highest ROI



## 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

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# Get in touch

Learn how we can support and scale  
your psoriasis 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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