

# CLARINESS

## CASE STUDIES

# Cardiovascular disease

### Case study highlights:

- ✓ Successfully found & contacted 58% of LTFU patients for Phase III study
- ✓ Cost was 50% less for screened & randomized patients
- ✓ Exceeded number of planned referrals by 12%



## CASE STUDY

### CARDIOVASCULAR DISEASE

# Successfully found & contacted 58% of LTFU patients for Phase III study



## Overview:

- > Our client saw a high number of patients being reported as lost-to-follow-up (LTFU), jeopardizing FDA submission
- > We were contracted to ascertain and document vital statuses of patients that sites report to be LTFU or withdrew their informed consent (WC), which was possible per Informed Consent Form (ICF)
- > Conducted legal and ethical outreach tailored to each patient and country
- > We ran a 5-month recruitment campaign across 34 sites in 16 countries

## Our approach:

- > Secured contractual agreements with sites to access patient information
- > Utilized public records, country-specific white pages, Google and Facebook for patients who could not be reached using known contact information
- > Used local language call scripts and email templates for optimal patient engagement
- > Collected endpoint data and updated patient contact information using a pre-defined script

## Our results:



**70%**

of approached investigators opted in and signed contracts to use Clariness LTFU service



**58%**

of patients reported as LTFU were successful located and contacted



**63%**

of all LTFU and WC cases were successfully closed

## CASE STUDY

### CARDIOVASCULAR DISEASE

**Cost was 50% less  
for screened &  
randomized patients**



#### Overview:

- > Our client came to us to rescue a behind-plan patient recruitment for a Phase III cardiovascular study program supporting 2 protocols:
  1. One closed enrollment prior to Clariness' project start
  2. The other protocol had more difficult I/E criteria and multiple sites decided not to continue with the study
- > Patients were unaware of their LDL-C value – resulting in high screen failure rate
- > We ran a 2-month recruitment campaign across 188 sites in 7 countries

#### Our approach:

- > Multi-national online awareness campaign employing optimized, country-specific mixes of outreach tactics
- > Implemented a 2-level patient pre-qualification process including online and phone-based pre-screening
- > Provided site support activities, including site helpdesk, optimize site resource efficiency

#### Our results:



**4,190**

ClinLife® patients referred to sites



**50%**

reduction in cost for screened and randomized patients



**2 months**

ahead of schedule, the study enrollment target was met

## CASE STUDY

### CARDIOVASCULAR DISEASE

# Exceeded number of planned referrals by 12%



#### Overview:

- > We conducted an online patient recruitment for a Phase III cardiovascular study
- > The study enrollment phase was originally scheduled for 12 months; however, due to the impact of COVID-19, it was shortened to 5 months
- > The initial plan included 18 countries and over 300 sites but was reduced to 250 sites across 16 countries

#### Our approach:

- > We implemented a 2-level patient pre-qualification process, including online and phone-based pre-screening
- > Site newsletters celebrated and shared progress of high performing sites
- > In-person site visits (pre-COVID-19) by Site Engagement Managers in certain countries helped boost campaign confidence and helped us better understand site-specific requirements

#### Our results:



**12%**

More than planned referrals with 12% less countries participating and 92% of media budget spent



**21%**

contribution of randomized patients at supported sites during the time that our campaign was active



**8,185**

ClinLife® patients referred to sites



# Get in touch

Learn how we can support and scale your Type 2 Diabetes 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 20 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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