



CASE STUDIES

Cardiovascular disease

At Clariness, we've performed patient recruitment for 14 cardiovascular disease trials across the globe.

Discover how we've successfully supported sponsors with their cardiovascular disease trials...

97% increase in screening per month productivity

Cardiovascular disease and Type 2 diabetes at a large biopharmaceutical company

CLARINESS



Overview and challenges

- Online patient recruitment for a Phase III cardiovascular and Type 2 diabetes study
- Study enrollment planned for 15 months with enrollment target of 27,000 patients
- Scope: Conduct the study in 30 countries and >640 sites



Our approach

- Online awareness campaign: search engine marketing, banner advertising on relevant websites, and social media
- 2-level patient pre-qualification process including online and phone-based pre-screening, and scheduling of screening visit appointments with pre-qualified patients for trial sites
- Site support activities, including site helpdesk, used to optimize efficient use of site resources



Results

- **We saved the sponsor ~5 months of recruitment time**
- We replaced the US vendors and rescued the US sites 8 months into the project
- The ClinLife platform and processes resulted in an average additional productivity (screening per month) of 97% at participating trial sites
- We contributed 37% of patients that were randomized at supported sites during the time Clariness was active

Project scope



15-month
recruitment
campaign



>640 sites in 30
countries



Regions:
APAC, EE, LatAm,
NA, WE, ZA



Clariness contributed
37% of randomized
patients (from Clariness
supported sites)

Referred 12% more than planned referrals

Cardiovascular disease study for a large biopharmaceutical company

CLARINESS



Overview and challenges

- Online patient recruitment for a Phase III cardiovascular study
- Study enrollment planned for 12 months with enrollment target of 12,000 patients
- Scope: Conduct the study in ~18 countries and >300 sites
- COVID-19 impacted project timelines



Our approach

- 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



Results

- We referred 12% more than planned referrals with 12% less countries participating in the digital campaign and 92% of media spending
- We contributed 25% of consented and 21% of randomized subjects at supported sites during the time that our campaign was active

Project scope



5-month
recruitment
campaign



>250 sites in 16
countries



Regions:
APAC, EE,
LatAm, NA, WE



8,185 ClinLife
patients referred
to sites

Successfully found & contacted 58% of LTFU patients

Phase III Cardiovascular outcome study for a large biopharmaceutical company

CLARINESS



Overview and challenges

- Our client saw a high number of patients being reported as lost-to-follow-up (LTFU). This number of LTFU was not acceptable for 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 ICF
- Research and outreach included activities that were appropriate and legal for each individual patient and country



Our approach

- Contractual agreements with sites were established – enabling sites to provide patients' personal information to Clariness
- For patients who could not be reached using known contact information, Clariness queried public records as available
- Clariness also queried country-specific white pages, Google, and Facebook
- Contact was established and information obtained using local language call scripts and email templates



Results

- 70% of approached investigators opted in to use our LTFU services and executed a contractual agreement
- **We successfully located and contacted 58% of patients provided by sites as LTFU, and successfully closed 63% of all cases (LTFU and WC)**
- Patients responded to questions about potential endpoint data and / or updated contact information according to our pre-defined script
- We provided newly acquired information to respective investigators

Project scope



5-month
recruitment
campaign



34 sites in 16
countries



Regions:
APAC, EE, LatAM,
NA, WE, ZA,



70% of approached
investigators opted
in to use Clariness
LTFU services

Cost was 50% less for screened & randomized patients

Cardiovascular outcomes recruitment project for a large pharmaceutical company

CLARINESS



Overview and challenges

- Objective: Rescue behind-plan patient recruitment for a Phase III cardiovascular study program supporting 2 protocols:
 1. One closed enrollment prior to Clariness' project start
 2. 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



Our approach

- Multi-national online awareness campaign employing optimized, country-specific mixes of outreach tactics
- 2-level patient pre-qualification process including online and phone-based pre-screening
- Site support activities, including site helpdesk, was used to optimize efficient use of site resources



Results

- Very strong response to online advertising (2 million visits)
- ClinLife provided double the planned screened patients
- Cost was 50% less for screened and randomized patients
- Campaign stopped after 2 months as study enrollment target was already met

Project scope



2-month
recruitment
campaign



Planned: 150 sites
in 7 countries

Actual: 188 sites in
7 countries



Regions:
EE, WE, ZA



4,190 ClinLife
patients referred
to sites

Get in touch

Learn how we can support and scale your cardiovascular disease study.

[CONTACT US](#)

About Clariness

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

With 17+ 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.



hello@clariness.com



www.clariness.com

