

## PRESS RELEASE

### CLARINESS is expanding its presence in China

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We're experiencing increasing demand for patient recruitment services due to a growth of clinical trials conducted in China.

China is playing an increasingly important role in the global innovation landscape. The regulatory reforms in the last few years has encouraged pharmaceutical innovation and enabled the industry in China to advance leaps and bounds. A big part of China's appeal also lies in its scale. Sponsors have access to more patients in greater concentrations; 812 million of its total 1.4 billion residents live in urban areas. Furthermore, a whopping 897 million people in China access the internet via a mobile device. The local market is made for the Clariness digital patient recruitment services given patients' ease of access to sites and the wide reach of mobile usage among the Chinese population.

The latest Clariness office opened in Shanghai, China in 2019 with a local team. With an established presence in United States, United Kingdom, Germany, Switzerland, Serbia and now China, Clariness continues to strengthen its capabilities and service offering for customers. The Clariness China offices are in Pudong Xinqu district close to many international Biopharmaceutical companies. The Chinese ClinLife platform is fully ready for use. This will enable new projects and a focused approach in the local market. At present, there are 570 local sponsors with patient recruitment ongoing for interventional clinical trials. In addition to global pharmaceutical companies establishing their presence, local companies are also ramping up their activities.

Besides other projects, Clariness is engaged in an ongoing COPD project, to better understand the patient population in China; including the patient journey, type of medication, hospitalization frequency and willingness to participate in clinical trials. Please do get in touch if you are interested in these findings.

Clariness has 15 years of excellence in global patient recruitment. This, combined with specialist knowledge of China's native social media channels to identify and screen patients, we are well prepared to deliver on our promise of accelerating clinical trial recruitment. We have a dedicated local team and are committed to supporting our customers in achieving success and meeting their patient recruitment and patient retention needs. If you have any questions about Clariness' capabilities and service offerings in China, please reach out.

#### About CLARINESS:

CLARINESS develops and implements a wide array of high-end services to pharma corporations and CROs in Europe, North America, Latin America and Asia Pacific including patient recruitment, study feasibility, patient surveys and retention. With 14 years of patient enrollment and engagement experience as well as their inhouse developed ClinLife® technology, CLARINESS has established itself as a leading global patient recruitment expert. ClinLife® is the patient portal for clinical trials, live in 50+ countries with more than 28 languages and has been used by thousands of sites.

[www.clariness.com](http://www.clariness.com) [www.clinlife.com](http://www.clinlife.com)