



CASE STUDIES

Asthma

At Clariness, we have experience in over 30 asthma trials, worldwide.

Case study highlights include:

- ✓ 106 sites international onboarded in <2 weeks
- ✓ 33% randomized contribution, 25% under budget

CASE STUDY

ADULT & PEDIATRIC ASTHMA

**33% randomized
contribution,
25% under budget**



Overview:

- > 4-month recruitment for 2x phase IV protocols for patients with asthma aged 4-11, and 12+, in CZ, DE, HU and PL
- > Recruitment had been difficult with physicians reluctant to change existing effective & tolerated medication in children, and caregivers not putting qualified adolescents into a clinical trial
- > Difficult I/E criteria requiring corticosteroid treatment, and ER / hospitalization within last 12 months

Our approach:

- > The Medical team developed an online screener that could pre-screen for both protocols, allowing us to maximize media ROI, due to difficult I/E criteria
- > Our digital strategists developed a campaign that drove >1M patients / caregivers to ClinLife®, to counter the expectedly high screen fail rate of >70%
- > Physician and caregiver-friendly study information study landing pages explaining the safety of a Phase IV trial

Our results:



106

**Sites onboarded
internationally in
less than 2 weeks**



1,000,000

**Patients & caregivers
driven to study pages**



33%

**Randomization
contribution**
(31% adult, 36% pediatric)

CASE STUDY

ClinLife® Portfolio Listing

**+150% increase
in patient reach,
at -80% cost per
consented patient**

Overview:

- > We listed and promoted an entire portfolio of clinical trials in Germany for one of the top 10 largest pharmaceutical companies in the world
- > The trial portfolio spanned multiple indications, including asthma, breast cancer, COPD, ulcerative colitis, and more

Our approach:

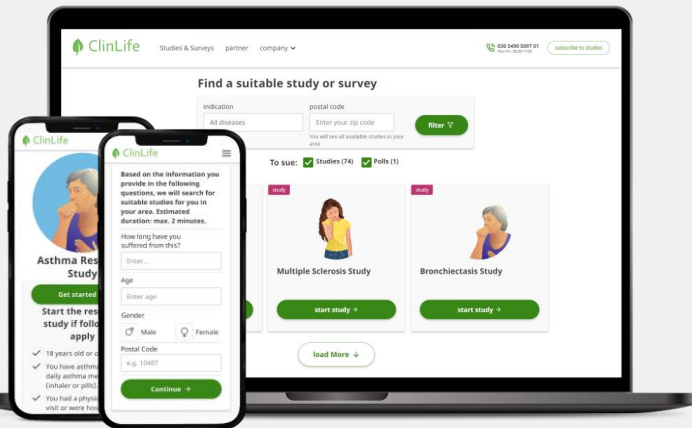
- > We began listing trials on ClinLife®, Europe's largest patient portal within just 2 weeks, and ultimately hosted and promoted 19 studies over 6 months
- > In this time, >150K patients were exposed to our client's trials, matching thousands of potential patients, and ultimately providing consented patients for >€3K across the various indications

Our results:

✓ **+150%**
Boost in patient reach
compared to client's
portal traffic

✓ **19**
Trials hosted on our
portal, across 10+
indications

✓ **€3K**
Average cost per
consented patient across
all indications





Get in touch

Learn how we can support and scale
your asthma studies

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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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