



CASE STUDY

COVID-19

At Clariness, we've performed patient recruitment and retention in COVID19-clinical trials, across the globe.

Discover how we've successfully supported sponsors with their COVID-19 trials...

CLARINESS 

Campaign set-up time reduced by 66% to meet timeline demands of the I/E criteria

COVID-19 study for a large pharmaceutical company



Overview and challenges

- Digital patient recruitment for 3 studies of people:
 - With an active COVID-19 infection OR
 - Live with someone with an active COVID-19 infection
- Protocol requirements for tight diagnosis timelines required speedy referral processing
- Shortened set up from 3 months to 1 month
- Fast moving protocol amendments



Our approach

- One smart screener for all protocols
- Patient-to-patient referral program
- Expedited patient calling – within 1 hour of registration
- Customized optimization based on population and COVID-19 incidence
- Quick adaptation to multiple protocol amendments
- Custom reporting solutions

Project scope



7-month
recruitment
campaign



100 sites in
United States



Regions:
NA



We contributed 8%
of randomized
patients at ClinLife
participating sites

CLARINESS+



Results

- **Initial Randomization goal for Protocol 1 exceeded by 245%**
- 96% of sites opted in for our services
- Campaign extended by 5 months to continue enrollment support
- Our campaign generated:
 - Nearly 940,000 ClinLife website visits
 - 321,360 ClinLife online pre-screenings
 - 12,659 ClinLife registrations

Total referred to sites



5,669
ClinLife
referrals

Get in touch

Learn how we can support and scale your COVID-19 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.



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