



## CASE STUDY

# Multiple sclerosis

### Highlights:

- > 40% referral conversion
- > 50% of referrals generated through our newsletter
- > Campaign screeners completed in just 1 week



## CASE STUDY

Multiple sclerosis

# In-campaign optimizations drove referral rates & conversion



## Overview:

- > MS patient recruitment for multinational sponsor in 4 major cities in Germany
- > Campaign screeners and set-up was completed in only 2 weeks

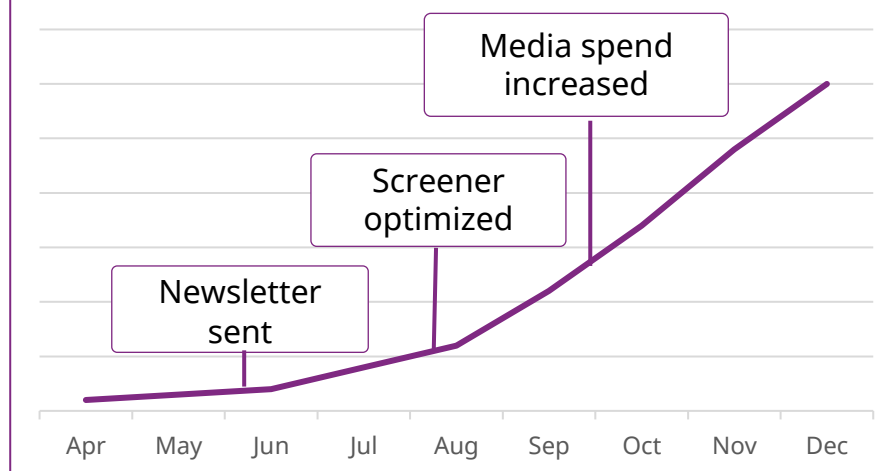
## Our approach:

- > By leveraging our patient newsletter database, screener optimizations and increasing media budget spend, we dramatically boosted referrals

## Our results:

- ✓ **+40%**  
Referral conversion
- ✓ **65%**  
MS population successfully  
screened in just a few weeks
- ✓ **+50%**  
Referrals generated  
through our newsletter

## Referral increase through optimization





# Get in touch

Learn how we can support and scale  
your multiple sclerosis 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 18 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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