



CASE STUDIES

Neurology patient recruitment

Indications inside:

- ✓ Alzheimer's disease
- ✓ Dementia
- ✓ Migraine
- ✓ Multiple sclerosis





Neurology overview

Recent highlights:



**32% referral conversion
(randomized) in dementia study**
German DCT virtual site, 9-month period



**Doubled patient enrollment for
international migraine study**
20 sites in 4 countries, 30-month period



**65% of available MS population
screened with 12x industry CTR**
4 sites in Germany, over 9 months



**Reduced patient acquisition cost for
early Alzheimer's study**
39 sites in 4 countries, in 11 months

50+

International studies
supported from Phase I-IV

5,000+

Patients referred
across the globe

1,300+

CNS patients recently
surveyed on trial diversity
barriers

12

Indications supported,
including Alzheimer's,
migraine, dementia & MS

98%

Approval on 1st
EC/IRBs submission

15+

Years' experience in CNS,
first study supported in 2008

CASE STUDY

ALZHEIMER'S DISEASE

**160% randomized
at -32% cost per
patient, for early
Alzheimer's in 5
countries**



Overview:

- > Phase III study for patients aged 55-85 years old with early Alzheimer's disease
- > Recruitment lasted 7 months, spanning Argentina, Australia, Belgium, Brazil, and South Africa
- > Campaign extended to use remaining media budget to over deliver randomizations, ultimately reaching 160% of target

Our approach:

- > Successfully piloted a point-based condition screener, which drove higher qualified referrals, ultimately increasing referral to consented conversion
- > Using site feedback, we optimized the online screener, which resulted in a higher referral to consent conversion rate
- > Phone screeners with protocol-trained team members managed the flow of referrals and engaged sites to ensure follow-up

Our results:

✓ **160%**

Randomizations
vs. target

✓ **+94%**

Increase of referral to
consent rate vs. plan

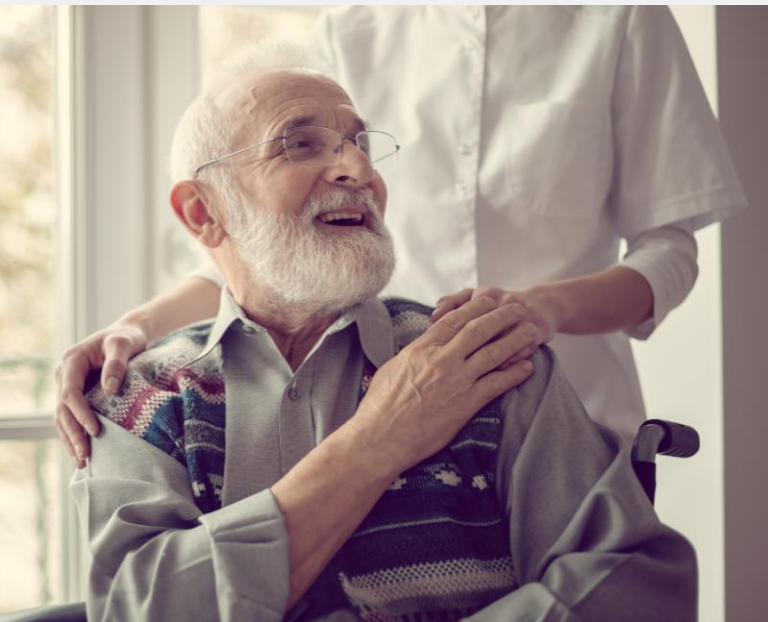
✓ **-32%**

Cost per
randomization

CASE STUDY

ALZHEIMER'S DISEASE

**Over delivered
randomized
patients,
using 64%
of budget**



Overview & challenges:

- > Online patient recruitment for phase II/III Alzheimer's disease study
- > Sponsor was looking for patients with mild cognitive impairment (MCI)
- > 3-month recruitment campaign, across 40 sites, in 5 countries
- > Strict I/E criteria screened out >50% of patient registrations due to negative PET and too high RBAN score

Our approach:

- > Online recruitment strategy, including online channels based on local demographics and target group
- > Online & phone pre-screening ensured highly qualified subjects meeting the study's I/E criteria
- > Active site support to contact, process, and enroll referred patients, increasing site efficiency and reducing cost per patient

Our results:

✓ **166%**
Randomized
patients vs. plan

✓ **1,740**
Pre-screened
referrals delivered
in just 3 months

✓ **-36%**
Reduced cost
per randomized
patient via ClinLife®

CASE STUDY
DEMENTIA

1 in 3 referrals randomized for virtual severe dementia study



Overview & challenges:

- > International virtual study for patients with severe dementia, requiring 99 patient and caregiver study pairs
- > COVID-19 forced the study to become virtual, and heavily reduced the budget

Our results:

- > >20% randomized study pairs delivered via our ClinLife® portal
- > 1 in 3 referred pairs were randomized
- > We delivered 110% of our committed randomization target

What our client said:

“When we published our study on ClinLife®, it was magic. We didn’t have to do anything and suddenly we had a list of interested participants!”

Dr. Laura Blauth,
Research Fellow at FHWS

CASE STUDY
MIGRAINE

**Randomized +39%
more migraine
patients than target**



Overview:

- > Online patient recruitment and retention for a migraine study program supporting 2 Phase III protocol
- > Supported 187 sites in 12 countries over a 4-month period
- > The sponsor extended the initial contract by 4 months based on the positive results

Our approach:

- > Two-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
- > As part of retention services, automatic reminders were sent to study subjects to remind them of their upcoming visits

Our results:

✓ **+68%**
more referrals than
forecasted

✓ **+39%**
Randomizations vs.
target

✓ **152**
Randomized
patients

CASE STUDY
MIGRAINE

Clariness increased trial enrollment by >200%



Overview:

- > Online patient recruitment for a Phase II migraine study for patients with:
 - Migraine with aura
 - Patent Foramen Ovale (PFO)
- > To support 20 sites in 4 countries with a 30-month recruitment campaign
- > Recruiting for the study was challenging due to strict protocol criteria defining a rare patient population, leading to a high (pre-)screen failure rate

Our approach:

- > We ran an awareness campaigns in 4 countries in and around the site locations
- > To minimize screen failure rate, we implemented a two-level patient pre-qualification process, involving both online and phone-based pre-screening
- > Established site support activities, including site helpdesk, which was used to optimize efficient use of site resources

Our results:



168%

Referrals
vs. forecast



>200%

Enrollment
rate increase



27%

Randomization
contribution

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

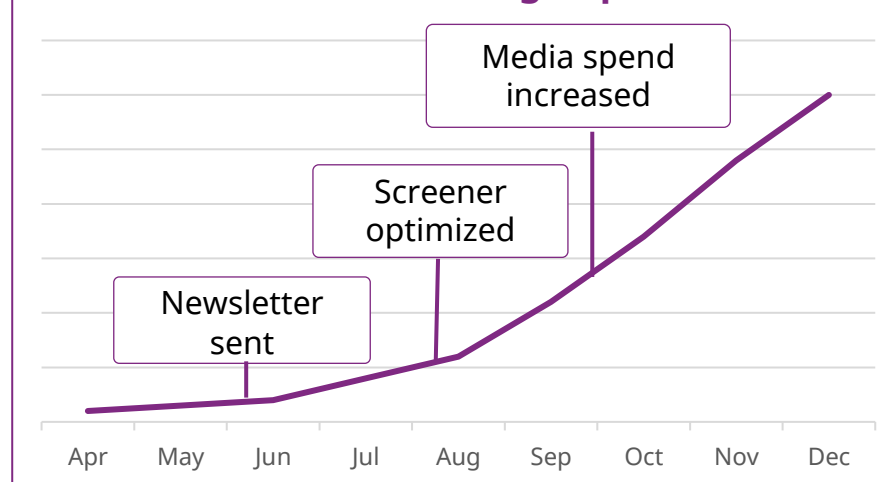
Our approach:

- > 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 neurology 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 1,500+ 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 8,000+ research centers worldwide.



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