



CASE STUDIES

Sjögren's syndrome

Case study highlights:

- ✓ 34% cost saving per randomized patient
- ✓ 20% referral to randomization conversion



CASE STUDY

SJÖGREN'S SYNDROME

20% referral to randomization conversion



Overview:

- > Recruitment support for Servier's study in Germany
- > Prevalence of just 0.2-0.4% of the population, meant we'd have to reach a large number of Germany's patient population to reach randomization goals
- > Servier had short timelines, a limited budget, and few participating sites due to the specialism of the indication

Our approach:

- > Due to short timeline, we used indication-focused marketing to avoid the need for EC approval of study-specific materials
- > Campaign and site set-up in less than 2 weeks, generating referrals within 1 week
- > We leveraged SEO techniques to gain Page 1 Google results to help reach the wider patient population in Germany

Our results:

✓ **2**

**Only 2 sites /
locations
nationwide**

✓ **13**

**Referrals
generated in 5
months**

✓ **20%**

**Referral to
randomization
conversion rate**

CASE STUDY
SJÖGRENS SYNDROME

**Clariness
contributed 16%
of total
randomizations**



Overview:

- > We collaborated with a major global sponsor for their study on Sjögren's syndrome, after they recognized that site efforts alone couldn't meet enrollment targets
- > Clariness crafted a tailored recruitment strategy to address their specific needs
- > Conducted recruitment for sites across USA, France, Germany and Poland

Our approach:

- > We executed a direct-to-patient digital advertising campaign, tailored for each country, which included a pilot program with social media and radio
- > We leveraged an existing Sjögren's patient database and our own patient portal, ClinLife®
- > We developed a double pre-screener to reduce screen failures

Our results:

✓ **34%**

**Cost saving for each
randomized patient***

*The projected cost was \$76,962 per patient, but the actual cost turned out to be \$57,256 per patient (this resulted in a savings of \$19,706 per patient)

✓ **26**

Randomizations

We contributed 16% of randomizations for the entire study

CLARINESS 



Get in touch

Learn how we can support and scale your Sjögren's syndrome 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 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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