



CASE STUDIES

Type 2 diabetes

Case study highlights:

- ✓ >24% contribution of randomizations
- ✓ 17% randomization contribution for African American T2DM and hypertension
- ✓ Generated 1,512 patient referrals through ClinLife®



CASE STUDY

TYPE 2 DIABETES

**>24% contribution
of randomizations**

Overview:

- > Phase III type 2 diabetes study, recruiting over 6 months
- > We set-up and referred patients to 100 sites in 10 countries, including: Australia, Canada, Germany, Hungary, the Netherlands, Poland, Serbia, UK, USA and South Africa

Our approach:

- > Online recruitment strategy, using channels aligning to international demographics of target patient group
- > Advertisements and ClinLife® landing pages redesigned and localized for each country
- > Supporting 2 protocols, we developed a smart screener to better align referrals to the most appropriate study

Our results:

✓ **24%**

Randomization
contribution

✓ **100**

Sites supported
in 10 countries

✓ **2,176**

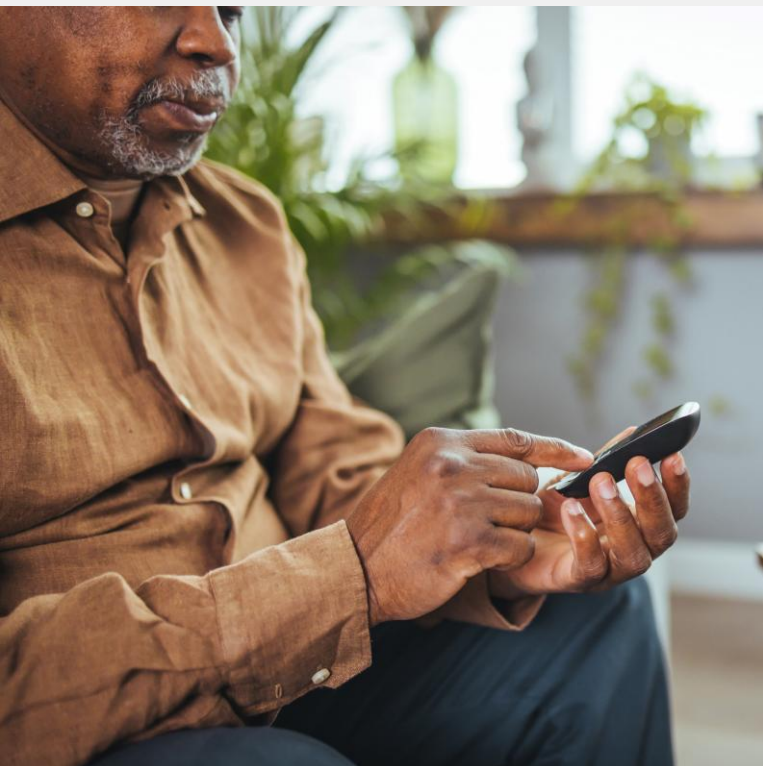
Referrals ClinLife®
referrals generated



CASE STUDY

TYPE 2 DIABETES

17% randomization contribution for African American T2DM and hypertension



Overview:

- > Pilot project to determine the feasibility of recruiting U.S. African American patients with T2DM and hypertension
- > Support was planned with high site overlap between 2 protocols
- > Recruitment campaign for 2 months at 19 sites in the U.S

Our approach:

- > We placed banner and display ads on websites based on demographics of trial population and caregivers
- > Ads were started / stopped for each site based on referral volume and feedback from Clariness Enrollment Managers
- > Patient traffic was directed to our smart screeners to pre-screen eligible patients

Our results:

✓ **2x**

More patients
completed our
screeners

✓ **17%**

Randomization
contribution at
participating sites

✓ **10 days**

Approval
turnaround from
submission

CASE STUDY
TYPE 2 DIABETES

Survey supported recruitment campaign



Overview:

- > Phase IV study on Type 2 diabetes with a target patient population between 18-74 years old
- > Patients must be on a stable dose of metformin for 8 weeks prior to enrollment
- > A patient feasibility survey was conducted in prior to the recruitment campaign to better understand the patient population

Our approach:

- > Online recruitment strategy, using channels aligning to international demographics of target patient group and key survey findings
- > Survey 'True Completers' in our database were re-contacted for study participation
- > Advertisements and ClinLife® landing pages redesigned and localized for each country
- > Supporting 2 protocols, we developed a smart screener to better align referrals to the most appropriate study

Our results:

✓ 18%

Randomization
contribution

✓ 100

Sites supported
in 10 countries

✓ 1,512

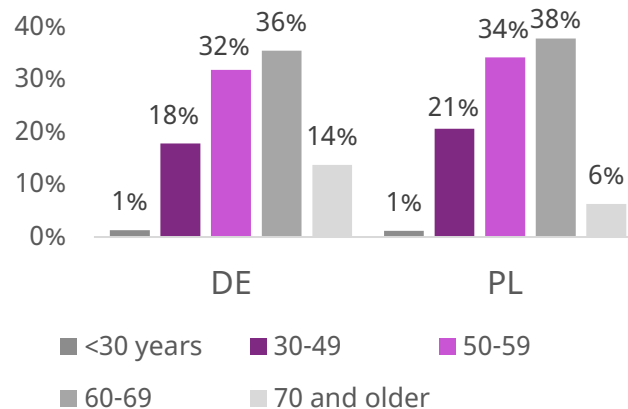
Referrals ClinLife®
referrals generated

CASE STUDY
TYPE 2 DIABETES

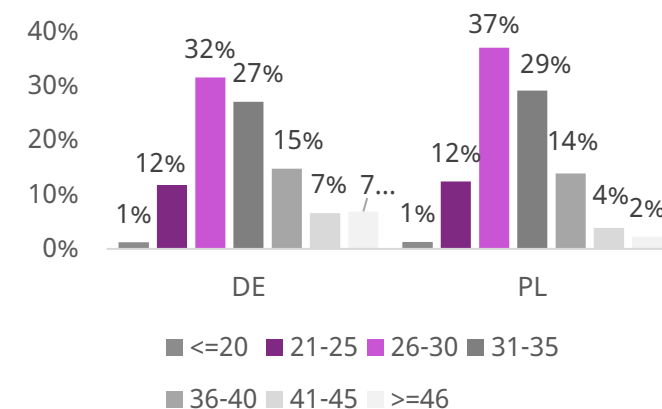
Survey supported recruitment campaign



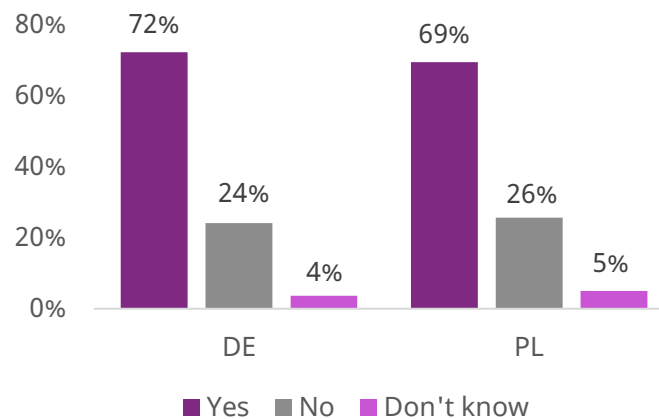
- Majority of subjects between 50-69 years of age
- 71% of subjects not on Metformin Therapy
- 22% were taking more than 1500mg Metformin per day, with 26% on other prohibited medications
- 77% were confident they would know their current HbA1c value



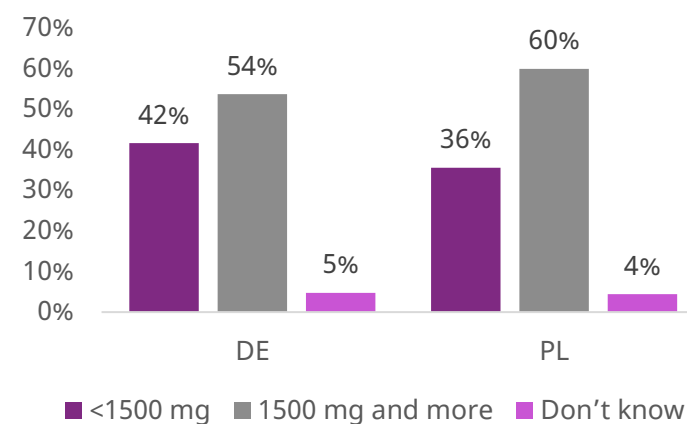
Age



BMI range



Patients currently taking metformin



Levels of metformin daily



Get in touch

Learn how we can support and scale
your type 2 diabetes 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 1,200+ 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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