

CLARINESS

CASE STUDIES

# Atopic dermatitis

## Highlights include:

- ✓ Randomization within 1 week of campaigning for pediatric patients aged 3-24 months
- ✓ Recruitment targets exceeded using 73% of budget
- ✓ 300+ pediatric & adult patients completed our longitudinal survey



**CASE STUDY**  
ATOPIC DERMATITIS

# Randomization within 1 week of campaigning for pediatric patients aged 3-24 months



## Overview:

- > Rescue support of early atopic dermatitis study in children aged just 3-24 months old
- > Study required 5 randomizations within 4 months, which required fast set-up of 14 sites across Germany
- > The young age criteria required new patient acquisition vs. contacting patients within our existing database

## Our approach:

- > We leveraged indication-specific marketing to begin recruitment within 2 weeks of signing the agreement, while awaiting EC approval on study-specific materials
- > We generated our first referral on day 1, randomizing them within 1 week
- > Our Patient Marketing team developed partnerships with pre-kindergartens to share study information and marketing materials with parents

## Our results:

✓ **100%**

Randomizations  
vs. target to close  
the study in rescue

✓ **+33%**

Referral conversion  
via pre-kindergarten  
partnerships

✓ **2 weeks**

Set-up of campaign and  
onboarding of  
14 sites

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## CASE STUDY

### ATOPIC DERMATITIS

**Over delivered  
consented  
patients, ahead of  
schedule, and  
under budget**



#### Overview:

- > Patient recruitment for an international, phase III atopic dermatitis study, on behalf of a large pharmaceutical company
- > Recruitment planned for 5 months, 7 countries, and 85 sites
- > We exceeded target ahead of schedule which led to an earlier completion of campaign

#### Our approach:

- > Multi-channel patient campaign including search engine marketing, banner advertising, and social media
- > 2-step online and phone pre-screening to ensure high quality referrals, leading to our over delivering consented patients
- > Weekly dedicated site performance review helped us better support and nurture the referral to randomization process in a shorter timeline, which allowed us to under spend the initial media budget

#### Our results:



**136%**

**Consented  
referrals target**



**-40%**

**Shorter time  
to deliver**



**-36%**

**Media  
budget used**

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## CASE STUDY

ATOPIC DERMATITIS

# Recruitment targets exceeded using 73% of budget



## Overview:

- > Support recruitment of patients with moderate-to-severe atopic dermatitis for Phase III study
- > Originally planned to run in 4 countries for 16 weeks (extended to 18 weeks)
- > 18-week recruitment across 15 sites in 3 countries

## Our approach:

- > Online awareness campaign: Geographic, demographic, psychographic, and behavioural targeting
- > 2 level pre-qualification process was implemented including 1st level online and 2nd level phone-based pre-screening for potential patients
- > We designed a guided Body Surface Area (BSA) screening carried out during phone pre-screening

## Our results:

✓ **+53%**  
Randomizations  
vs. target

✓ **+26%**  
Consented  
referrals

✓ **-27%**  
Initial budget  
spent

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## CASE STUDY

### ATOPIC DERMATITIS

# 300+ pediatric & adult patients completed our longitudinal survey

## Key highlights

- ✓ Reached goal of 300 true completers, with 1:1 ratio of adult and minors
- ✓ Persistent reminder system implemented for retention
- ✓ Designed, invited, and begun survey within just 6 weeks

**45,000+**

Datapoints monitoring condition and treatment progress over 3 months

**300+**

Survey completers with a 1:1 ratio of adults and minors

**3 countries**

The survey was launched in Austria, Germany, and Switzerland

**4 weeks**

Turnaround from survey design to launch, and still reach our target

**28 entries**

Each respondent had to complete 4 surveys, and 24 diaries, over 3 months

**10,000+**

Reminders sent to ensure consistent diary and survey entries



# Get in touch

Learn how we can support and scale your atopic dermatitis 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 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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