CLARINESS

CASE STUDY

COPD

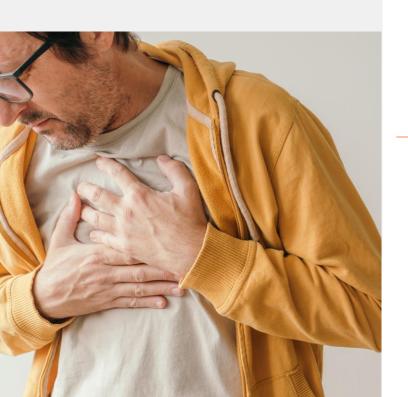
Highlights:

- √ 20% contribution of randomized patients
- ✓ 2.5x referrals generated at 3.5x less cost per referral



CASE STUDY COPD

2.5x referrals generated, at 3.5x less cost per referral



Overview:

- Chronic obstructive pulmonary disease recruitment in Australia, Canada, New Zealand, and US at 80 sites
- Reached our consented patient target despite higher screen fail rate, while reducing cost per study registration to 51% of budget, and cost per referral at 28% of budget

Our approach:

- Using online advertising, social media, and the ClinLife® database, we drove 64.3K patient traffic at a very low cost
- We contacted patients within 20 mins of registering, or at their nominated time, and made 10 attempts to contact every patient, leading to 93% patient reachability
- Managed the referral flow by temporarily pausing sites with 10+ open referrals at any one time to prevent site burnout during our referral over performance

Our results:



20%

Contribution of randomized patients (47% ex. US)



93%

Patient reachability rate



1,352

Pre-screened referrals generated



Get in touch

Learn how we can support and scale your COPD study

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