

# CLARINNESS

## CASE STUDY

# COPD

### Highlights:

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



## CASE STUDY

### COPD

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at 3.5x less cost  
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#### 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

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#### Our results:



**20%**

**Contribution of  
randomized patients  
(47% ex. US)**



**93%**

**Patient  
reachability rate**



**1,352**

**Pre-screened  
referrals generated**

**CLARINESS**



# Get in touch

Learn how we can support and scale  
your COPD 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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