

CLARINESS

CASE STUDIES

Transforming patient recruitment for leading CROs

Helping CROs meet enrollment goals faster, smarter and more efficiently.



CASE STUDY
ATOPIC DERMATITIS

**Study rescued as
ClinLife® achieves
190% of enrollment
target in 3 months**

Overview:

- > Phase II atopic dermatitis study for large pharma customer, contracted through a major CRO partner
- > Study was in rescue situation, needing 24 patients to reach its enrollment goals with only 3 months remaining
- > The CRO used ClinLife® Registry due to fast start times and sites' own familiarity with the solution

Our approach:

- > Rapid go-live in 2 weeks from contract signature in 3 countries
- > Targeted omnichannel outreach based on extensive knowledge of the condition within the ClinLife® platform
- > Enrollment Success Team deployed to support sites with patient follow up: *39% scheduled rate & 10% SFR*
- > Study met original enrollment completion date because of our contribution



Our results:

✓ **19**
Randomized
patients vs.
target of 10

✓ **-300%**
study SFR;
Clariness 10% vs.
study avg. of 30%

✓ **79%**
Randomized
patients from
ClinLife®

CLARINESS

CASE STUDY

INSOMNIA

Early enrollment, at -80% cost per patient



Overview:

- > Clariness was brought in to accelerate enrollment for a mid-size pharmaceutical company - a key client of a major CRO - after recruitment fell behind target
- > 30 contracted sites across USA, Germany and Poland
- > Despite an original 8-month enrollment timeline, enrollment was completed in under 4 months
- > Patients were required to do a sleep-lab and longitudinal analysis, coupled with extensive testing

Our approach:

- > Online awareness campaign, including search engine marketing, banner advertising on relevant websites, and social media
- > We used a 2-step pre-qualification process - online and phone screening, followed by scheduling visits for eligible patients - which resulted in high-quality referrals. This reduced site screening efforts and earned strong sponsor and site satisfaction
- > Site support activities, including a dedicated helpdesk, were implemented to optimize site resource use and improve operational efficiency

Our results:

✓ **-92%**
Lower cost per
consented vs
available budget

✓ **2X**
Attainment of
randomizations
vs. planned

✓ **-80%**
Actual cost per
randomized vs.
maximum budget

CASE STUDY

CARDIOVASCULAR DISEASE

**Cost was 50% less
for screened &
randomized patients**



Overview:

- > A major CRO came to us to rescue a behind-plan patient recruitment for a Phase III cardiovascular study program supporting 2 protocols:
- 1. One closed enrollment prior to Clariness' project start
- 2. The other protocol had more difficult I/E criteria and multiple sites decided not to continue with the study
- > Patients were unaware of their LDL-C value – resulting in high screen failure rate
- > We ran a 2-month recruitment campaign across 188 sites in 7 countries

Our approach:

- > Multi-national online awareness campaign employing optimized, country-specific mixes of outreach tactics
- > Implemented a 2-level patient pre-qualification process including online and phone-based pre-screening
- > Provided site support activities, including site helpdesk, optimize site resource efficiency

Our results:



4,190

ClinLife® patients referred to sites



50%

reduction in cost for screened and randomized patients



2 months

ahead of schedule, the study enrollment target was met



Get in touch

Learn how we support global CROs reach their patient recruitment goals

GET IN TOUCH

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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