

**CLARINESS**

**ENTERPRISE CASE STUDY**

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# **Enrollment at Scale**

How we supercharged diabetic peripheral neuropathy (DPN) enrollment for a global sponsor

## CASE STUDY

### ENROLLMENT AT SCALE

# Optimized media expenditure and contribution, delivering 189% of randomization



## Overview:

We supported a global sponsor in transforming a fragmented, study-by-study DPN portfolio into a **unified, program-level recruitment strategy**.

- > The client provided 3 studies under one program with different I/E criteria
- > We harmonized media and operations functions
- > Our Site Partnership Team prioritized high performing sites to maximize ROI

## Our approach:

- > Developed smart screeners that filter top-of-funnel patients to matching protocols using triage logic
- > Rapidly identified high performing sites to improve conversion downstream
- > Centralized marketing campaigns to eliminate self-competing costs, and overall lower the media budget required

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## Our results of Enrollment at Scale:

✓ **189%**

Randomizations generated vs. combined study targets

✓ **50%**

reduction in media cost per randomized patient vs. single study

✓ **>25%**

cost savings per study across the portfolio

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# Supercharge your programs with Enrollment at Scale

Get in touch today

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## About Clariness

**At Clariness, we accelerate patient recruitment for clinical trials - helping bring new medicines and treatments to patients faster.**

Following our recent merger with **SubjectWell**, we have expanded our expertise, enhanced technology and can now deliver at scale.

### Together, we offer:

- Patient recruitment support across 60+ countries
- Experience spanning 2,500+ studies
- Proven delivery of 42,000+ randomizations
- Deep expertise across 400+ indications

**The result:** greater confidence, faster timelines and more predictable enrollment for sponsors, CROs and patients worldwide.



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