CLARINESS

CASE STUDIES

Rescue recruitment, for when time is running out...

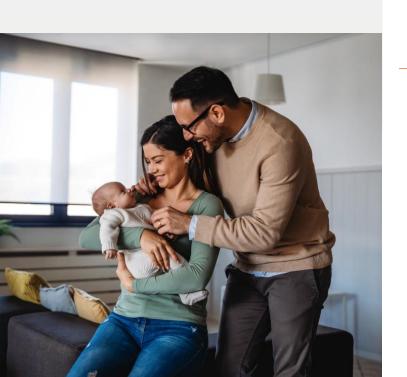
At Clariness, more than 50% of the studies we support are rescue studies.

Discover our recent successes that highlight our fast setup times, seamless execution and rapid randomizations.



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:

3 100%

Randomizations vs. target to close the study in rescue

⊘ +33%

Referral conversion via pre-kindergarten partnerships



Set-up of campaign and onboarding of 14 sites

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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:



Randomized patients vs. target of 10



⊘ -300%

study SFR; Clariness 10% vs. study avg. of 30%



⊘ 79%

Randomized patients from **ClinLife®**

CASE STUDY CARDIOVASCULAR DISEASE

Cost was 50% less for screened & randomized patients



Overview:

- Our client came to us to rescue a behindplan patient recruitment for a Phase III cardiovascular study program supporting 2 protocols:
- One closed enrollment prior to Clariness' project start
- 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 prequalification process including online and phone-based pre-screening
- Provided site support activities, including site helpdesk, optimize site resource efficiency

Our results:



 \checkmark 320

ClinLife® patients randomized to sites



reduction in cost for screened and randomized patients



 \odot 2 months

ahead of schedule, the study enrollment target was met

CASE STUDY SCHIZOPHRENIA

90% conversion from consent-torandomization



Overview & challenges:

- We supported a major pharmaceutical company with 3 studies for its schizophrenia program in Poland and Germany
- Pivotal study in need of urgent results -Clariness went live in 2 weeks from contractual execution
- One study faced significant recruitment challenges, with a low site opt-in rate of just 14%. Additionally, the site's rural location impacted the overall study performance

Our results:

- Two studies had nearly identical protocols, allowing us to combine the study details onto a single ClinLife® landing page.
- Patients could be triaged between studies maximizing advertising expenditure
- 86% of patients successfully completed the online screener, resulting in a screen failure rate of just 10% (25-40% on non-ClinLife® patients)
- With additional advertising on Meta alongside the listing on ClinLife®, we boosted patient traffic by 75% and referrals increased 6x

Our results:



Week start up

timeline



⊘ 90%

Consented-to-

Randomizations randomized rate patients

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CASE STUDY

Non-alcoholic fatty liver disease (NAFLD/MASH)

We randomized 54% of patients in rapid time



Overview:

- Online patient recruitment project for a Phase II NAFLD study
- Study enrollment across 74 sites in 12 countries (North America, South America, Europe)
- Patient population is underdiagnosed due to asymptomatic NAFLD and suffers from a high number of comorbidities
- Due to this, our initial approach was adjusted flexibly to include a broader scope targeting patients with abdominal obesity

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:



8

months saved, rapidly reducing enrollment timelines



54%

contribution of all patients
that were randomized at
supported sites

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CASE STUDY SJÖGRENS SYNDROME

Clariness contributed 16% of total randomizations



Overview:

- > We collaborated with a major global sponsor for their study on Sjögren's syndrome, after they recognized that site efforts alone couldn't meet enrollment targets on time
- Clariness swiftly crafted a tailored recruitment strategy to address their specific needs
- Conducted recruitment for sites across USA, France, Germany and Poland

Our approach:

- > We executed a direct-to-patient digital advertising campaign, tailored for each country, which included a pilot program with social media and radio
- We leveraged an existing Sjögren's patient database and our own patient portal, ClinLife®
- We developed a double pre-screener to reduce screen failures

Our results:



Cost saving for each randomized patient*

*The projected cost was \$76,962 per patient, but the actual cost turned out to be \$57,256 per patient (this resulted in a savings of \$19,706 per patient)



Randomizations



Get in touch

Learn how we can accelerate your patient recruitment

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