

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:

✓ **100%**

Randomizations
vs. target to close
the study in rescue

✓ **+33%**

Referral conversion
via pre-kindergarten
partnerships

✓ **2 weeks**

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:

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

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

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

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CASE STUDY

CARDIOVASCULAR DISEASE

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



Overview:

- > Our client 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:



320

**ClinLife® patients
randomized to
sites**



50%

**reduction in cost for
screened and
randomized patients**



2 months

**ahead of schedule,
the study enrollment
target was met**

CASE STUDY
SCHIZOPHRENIA

**90% conversion
from consent-to-
randomization**



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:



2

**Week start up
timeline**



90%

**Consented-to-
randomized rate**



19

**Randomizations
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 co-morbidities
- > 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:

✓ **34%**

**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)

✓ **26**

Randomizations

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Get in touch

Learn how we can accelerate
your patient recruitment

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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 1,500+ 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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