

CLARINESS

**Need your patient
recruitment rescued
this summer?**

Keep your study afloat and
enrollment flowing with Clariness



Seasonal trends in patient recruitment

Discover why these 6 indications see increased enrollment in the summer months



Allergies

Peak pollen counts and environmental allergens in the summer, lead to increased symptoms and higher patient engagement



Skin conditions

Heat, humidity and sun exposure can trigger or worsen various skin conditions, such as eczema & psoriasis, prompting more patients to seek care



Asthma

Hot temperatures and high humidity levels can exacerbate asthma symptoms, leading to more frequent flare-ups and a greater need for treatment



Depression

Depression doesn't simply fade with the arrival of sunshine - many individuals continue to struggle, and for some, symptoms may even intensify during the summer months



Migraine

Rising temperatures and the risk of dehydration often aggravate migraine symptoms, making summer a particularly challenging season for sufferers



Multiple sclerosis

For many patients, symptoms often worsen in heat, where increases in body temperature makes it harder for damaged nerves to send signals properly



Our experience in summer indications

At Clariness, we have supported:

- 10+ allergy studies
- 75+ dermatology studies
- 65+ respiratory studies
- 15+ psychiatry studies
- 50+ neurology studies



CASE STUDY
ADULT & PEDIATRIC ASTHMA

33% randomized
contribution,
25% under
budget



Overview:

- > 4-month recruitment for 2x phase IV protocols for patients with asthma aged 4-11, and 12+, in CZ, DE, HU and PL
- > Recruitment had been difficult with physicians reluctant to change existing effective & tolerated medication in children, and caregivers not putting qualified adolescents into a clinical trial
- > Difficult I/E criteria requiring corticosteroid treatment, and ER / hospitalization within last 12 months

Our approach:

- > The Medical team developed an online screener that could pre-screen for both protocols, allowing us to maximize media ROI, due to difficult I/E criteria
- > Our digital strategists developed a campaign that drove >1M patients / caregivers to ClinLife®, to counter the expectedly high screen fail rate of >70%
- > Physician and caregiver-friendly study information study landing pages explaining the safety of a Phase IV trial

Our results:

✓ **106**
Sites onboarded
internationally in
less than 2 weeks

✓ **1,000,000**
Patients &
caregivers driven
to study pages

✓ **33%**
Randomization
contribution
(31% adult, 36% pediatric)

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**

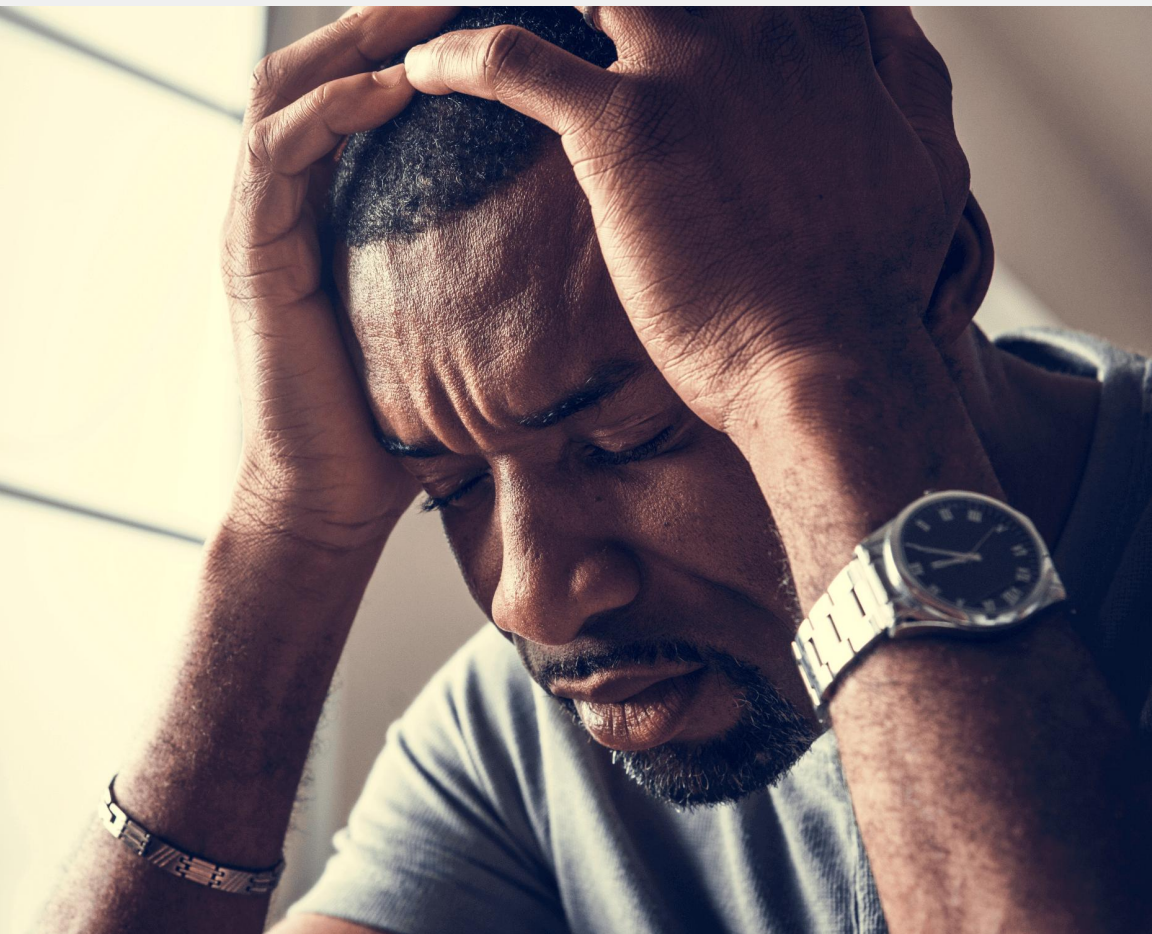
Set-up of campaign
and onboarding of
14 sites

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CASE STUDY

MAJOR DEPRESSIVE DISORDER

Patients enrolled at 71% less cost than previous recruitment vendor



Overview:

- > Online patient recruitment for phase III MDD study
- > We replaced the study's previous vendor after 6 months of being in the study
- > 12-month recruitment campaign, across 184 sites, in 12 countries

Our approach:

- > Our campaign was strategically positioned on sites and channels aligned to patient and caregiver demographics
- > Our ads were placed within a specific radius of study sites
- > Constant engagement and support of sites boosted patient reach and screening capacity

Our results:

✓ **-3.5x**
Cost per enrolled
patient vs. previous
recruitment vendor

✓ **7 months**
Enrollment
time saved due to
our support

✓ **2.3M**
Website visits
generated

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CASE STUDY
MIGRAINE

Clariness increased trial enrollment by >200%



Overview:

- > Online patient recruitment for a Phase II migraine study for patients with:
 - Migraine with aura
 - Patent Foramen Ovale (PFO)
- > To support 20 sites in 4 countries with a 30-month recruitment campaign
- > Recruiting for the study was challenging due to strict protocol criteria defining a rare patient population, leading to a high (pre-)screen failure rate

Our approach:

- > We ran an awareness campaigns in 4 countries in and around the site locations
- > To minimize screen failure rate, we implemented a two-level patient pre-qualification process, involving both online and phone-based pre-screening
- > Established site support activities, including site helpdesk, which was used to optimize efficient use of site resources

Our results:

✓ **168%**
Referrals
vs. forecast

✓ **>200%**
Enrollment
rate increase

✓ **27%**
Randomization
contribution

CASE STUDY

MULTIPLE SCLEROSIS

In-campaign optimizations drove referral rates & conversion



Overview:

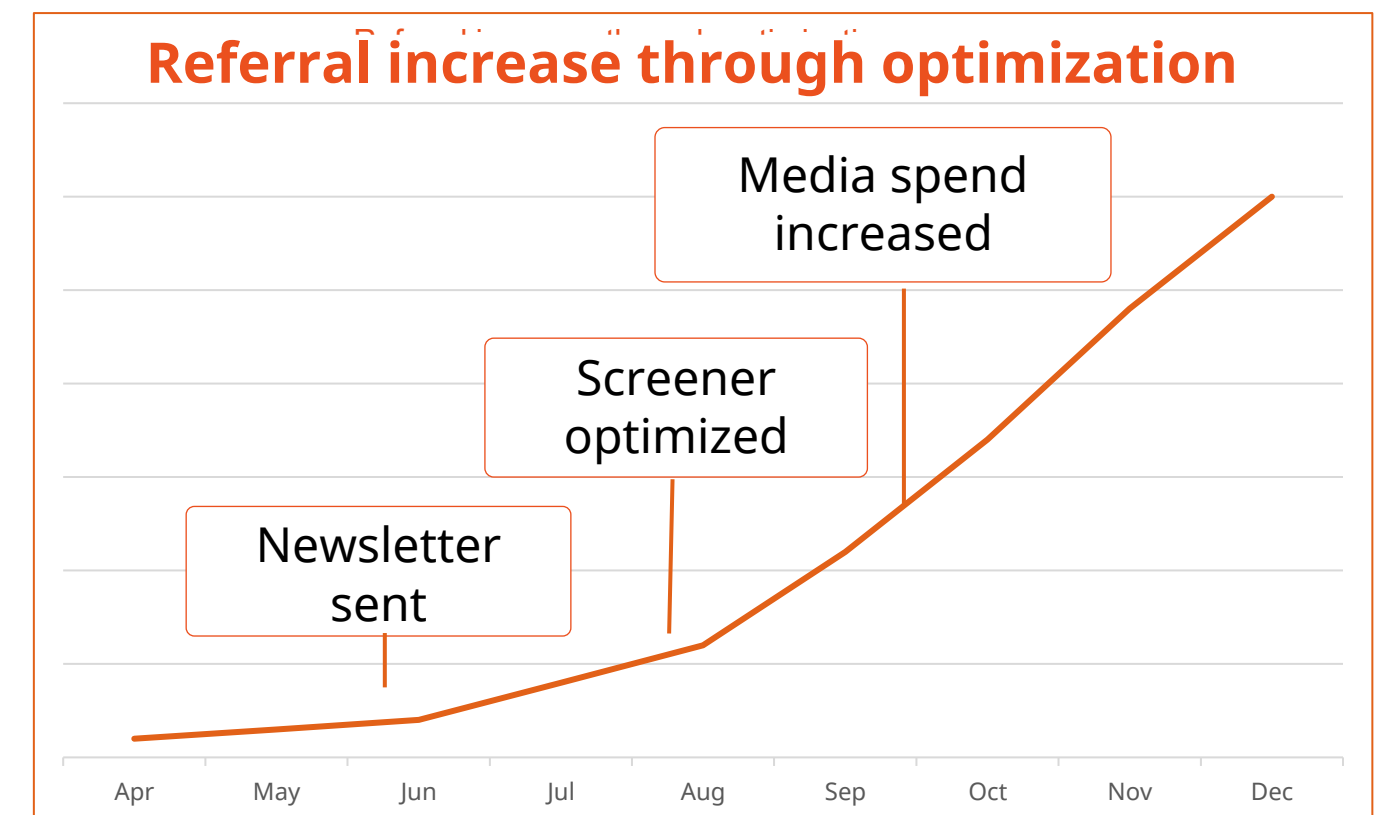
- > MS patient recruitment for multinational sponsor in 4 major cities in Germany
- > Campaign screeners and set-up was completed in only 2 weeks

Our approach:

- > By leveraging our patient newsletter database, screener optimizations and increasing media budget spend, we dramatically boosted referrals

Our results:

- ✓ **+40%**
Referral conversion
- ✓ **65%**
MS population successfully screened during our campaign
- ✓ **+50%**
Referrals generated through our newsletter



CASE STUDY

PSORIASIS

**130% randomized
contribution using
50% of the planned
budget in USA**

Overview:

- > Phase II psoriasis study for a large biotechnology company
- > Recruitment campaign planned for 18 months in 9 countries across 40 sites in USA.

Our approach:

- > We proposed a feasibility strategy to focus on selecting regions with the highest potential ROI
- > We strategically placed banner ads aligned with demographics of the trial population to ensure more impact and engagement
- > Ads were started/ stopped based on feedback from Clariness Enrollment Managers to maximize effectiveness

Our results:

✓ **+30%**

**Contribution of
randomized
vs. target**

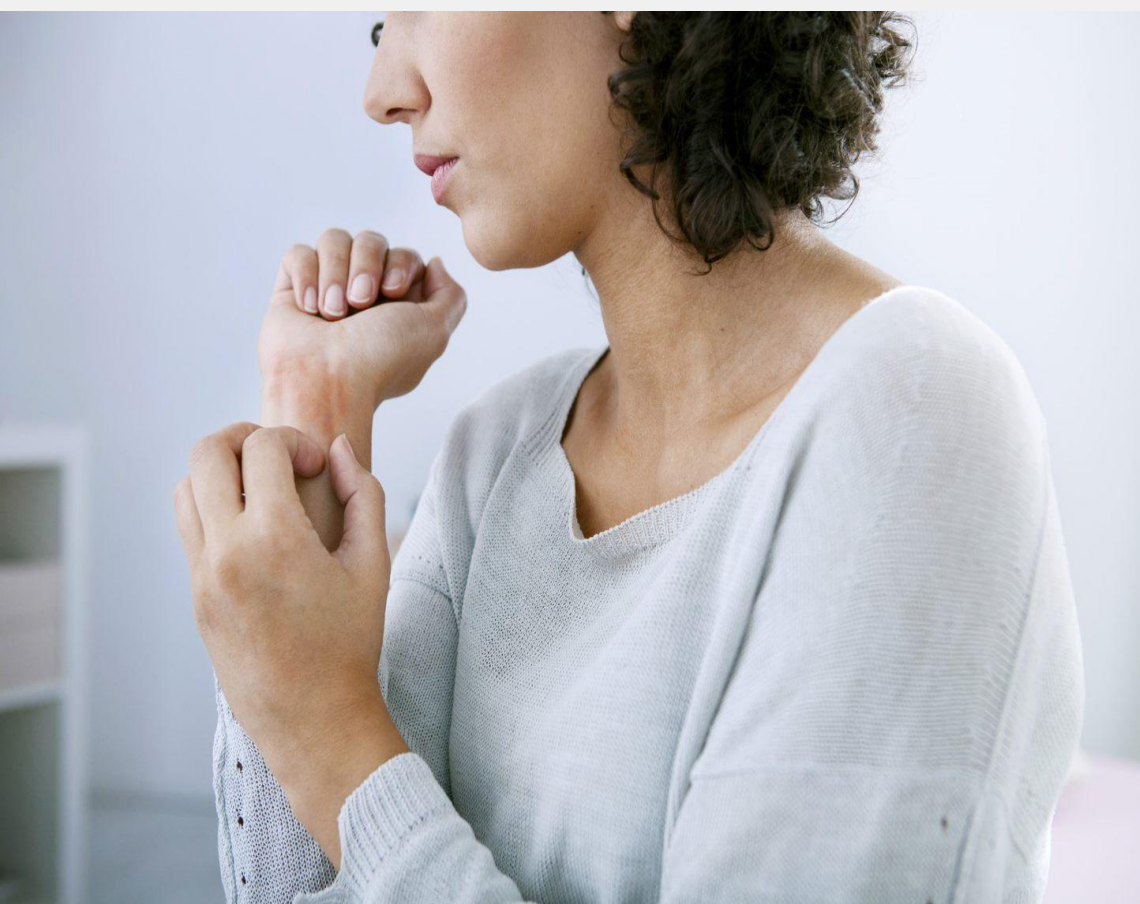
✓ **-50%**

**Available budget
used to achieve
target**

✓ **600+**

**Randomized
patients**

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Need to refresh your study's patient pipeline?

We can replenish your patient recruitment and get it back on track

Here's how:

- **Through our patient portal, ClinLife®** – with 1.5 million registered users and over 15 million annual visitors actively seeking clinical trials
- **Experience working with over 8,000+ sites globally** – our Enrollment Success Team screens thousands of patients every year, and works closely with sites to manage referrals efficiently
- **Expertise in 175+ indications** – we leverage data-driven insights to tailor campaigns that effectively drive patient enrollment specific to each indication





Need a patient recruitment partner you can trust?

Discuss your study with us today:

[CONTACT US](#)

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.



www.clariness.com

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