

The background of the slide features a close-up, slightly blurred image of the American flag, showing the stars and stripes. A large, semi-transparent orange shape, resembling a stylized leaf or a modern logo element, is positioned on the left side of the slide, partially overlapping the flag. The text is placed within this orange area.

# CLARINESS

## CASE STUDIES

# Our U.S. patient recruitment experience

At Clariness, we have successfully randomized over 10,000 patients across 45 states in the U.S., supporting studies in a wide range of therapeutic areas, including:

- ✓ Cardiovascular disease
- ✓ Diabetes
- ✓ Migraine
- ✓ Non-alcoholic fatty liver disease
- ✓ Psoriasis
- ✓ Sjögren's syndrome

## CASE STUDY

### CARDIOVASCULAR DISEASE

**More than 2,000  
randomized with  
97% increase in  
site productivity  
through ClinLife®**



## Overview:

We successfully enhanced patient recruitment for a Phase III cardiovascular and type 2 diabetes study with the following challenges and scope:

- > Target enrollment of 27,000 patients across 30 countries and >640 sites in APAC, EE, LATAM, NA, WE and ZA
- > Originally planned for 15 months, with significant delays when we recused the US sites 8 months into the project, replacing the previous US vendors

## Our approach:

- > Leveraged search engine marketing, banner advertising on relevant websites, and social media platforms to reach the target patient population
- > 2-level patient pre-qualification process including online and phone-based pre-screening, and scheduling of screening visit appointments with pre-qualified patients for trial sites
- > Site support activities, including site helpdesk to streamline operation and optimize site resources

## Our results:



**5**

Months saved of  
recruitment time



**37%**

Contribution of randomized  
patients from Clariness  
supported sites



**2K+**

Randomized  
patients

## CASE STUDY

Distal polyneuropathy (DSPN)

# Achieved contracted enrollment 3 months ahead of schedule

## Project Overview:

- > We are currently supporting a DSPN study across 22 sites in USA, with the goal of randomizing 27 patients in 9 months
- > At just the 5-month mark, and we've reached our randomization target – tracking to complete 3 months early
- > We're operating significantly below target costs, with reductions of **-78% per referral, -73% per consented patient, and -62% per randomized participant**

## Our approach:

- > Our ecosystem of vendors and channel marketing partners have cost effectively identified the right patients
- > A rigorous screening process ensures only the most eligible and engaged individuals are passed to sites - maximizing consent and randomization rates while minimizing site burden.
- > Our Site Partnership Managers have built strong, collaborative relationships with site teams, which has resulted in faster consents and randomization success

## Our results:

✓ **33%**  
time saved to  
hit enrollment  
target

✓ **62%**  
cost saving  
per  
randomized  
(\$5K vs \$14K  
outreach costs)

"ClinLife has been excellent at fine-tuning the pre-screening process to maintain patient quality and preventing circumvention. In our previous IM meeting, other sites shared that their experience with ClinLife has been very positive."

Orayne James, Design Neuroscience Center  
Global Clinical Development & Operations





## CASE STUDY

Diabetic peripheral neuropathy (DPN)

**32% of all screened patients were through ClinLife®**

### Overview:

- > Online patient recruitment for a Phase II study for patients with moderate-to-severe chronic pain due to Diabetic peripheral neuropathy (DPN)
- > Supported global enrollment over a 3-month period, covering 45 sites in Austria, Germany, Denmark and USA

### Our approach:

- > Implemented an online recruitment strategy leveraging local demographics, with a 2-level pre-qualification process: online screening followed by phone-based pre-screening
- > Drop-out rate during the online and phone pre-screening was higher than planned. As a result, only highly qualified candidates were forwarded to the sites, which ultimately reduced site burden
- > Our Enrollment Management team helped sites to enroll referred patients

### Our results:



**52%**

**of patients successfully completed the online questionnaire**

(with 80% selecting a study site)



**32%**

**of all screened patients were through ClinLife®**



**863**

**ClinLife® patients referred to sites**



**CASE STUDY**  
TYPE 2 DIABETES

**>24% contribution of  
randomizations**



**Overview:**

- > Phase III type 2 diabetes study, recruiting over 6 months
- > We set-up and referred patients to 100 sites in 10 countries, including: Australia, Canada, Germany, Hungary, the Netherlands, Poland, Serbia, UK, USA and South Africa

**Our approach:**

- > Online recruitment strategy, using channels aligning to international demographics of target patient group
- > Advertisements and ClinLife® landing pages redesigned and localized for each country
- > Supporting 2 protocols, we developed a smart screener to better align referrals to the most appropriate study

**Our results:**

✓ **24%**

**Randomization  
contribution**

✓ **100**

**Sites supported  
in 10 countries**

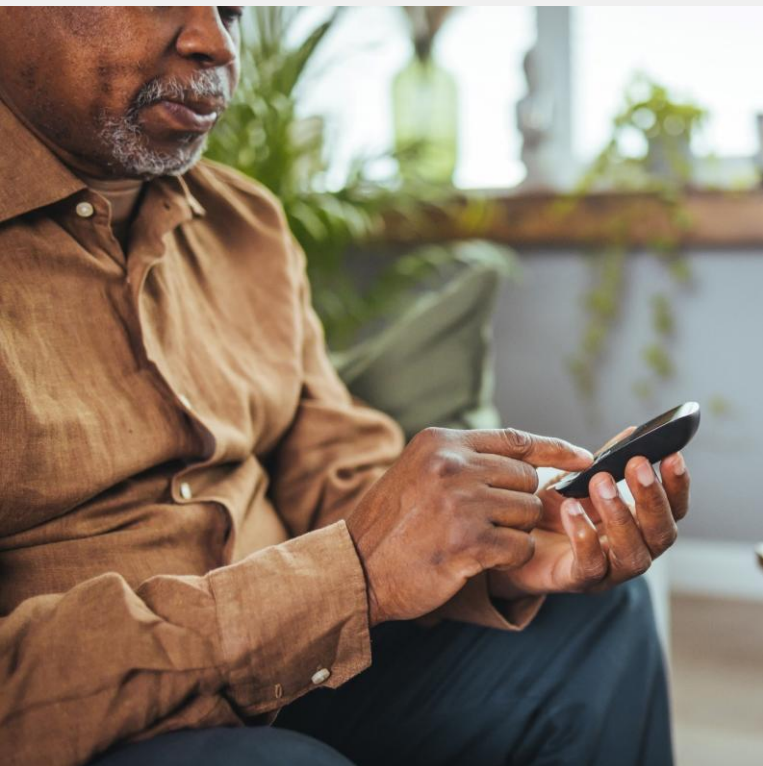
✓ **2,176**

**Referrals ClinLife®  
referrals generated**

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**CASE STUDY**  
TYPE 2 DIABETES

**17% randomization  
contribution in African  
Americans with T2DM  
& hypertension**



**Overview:**

- > Pilot project to determine the feasibility of recruiting U.S. African American patients with T2DM and hypertension
- > Support was planned with high site overlap between 2 protocols
- > Recruitment campaign for 2 months at 19 sites in the U.S

**Our approach:**

- > We placed banner and display ads on websites based on demographics of trial population and caregivers
- > Ads were started / stopped for each site based on referral volume and feedback from Clariness Enrollment Managers
- > Patient traffic was directed to our smart screeners to pre-screen eligible patients

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**Our results:**

✓ **2x**

More patients  
completed our  
screeners

✓ **17%**

Randomization  
contribution at  
participating sites

✓ **10 days**

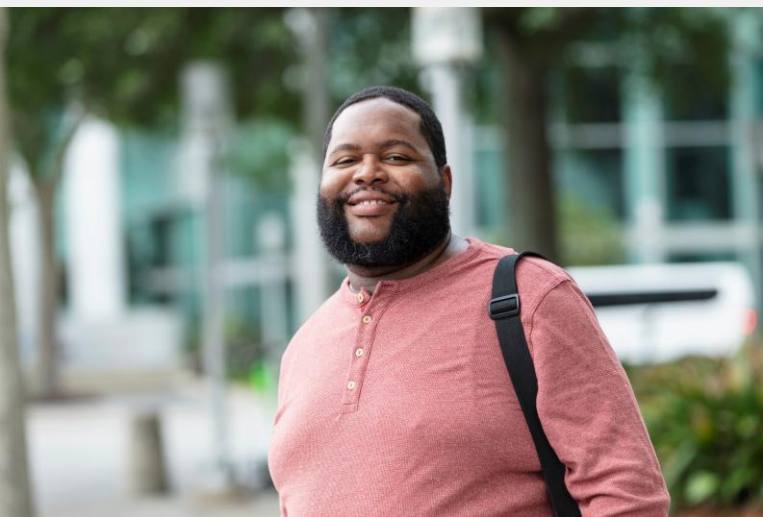
Approval  
turnaround from  
submission

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## CASE STUDY

Non-alcoholic fatty liver disease (NAFLD/MASH)

**We randomized 54% of patients, ahead of schedule**



### Overview:

- > Online patient recruitment project for a Phase II NAFLD study
- > Study enrollment originally planned for 17 months 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**

**saved - completed in 9 vs 17 months**



**54%**

**contribution of all patients that were randomized at supported sites**

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**CASE STUDY**  
ATOPIC DERMATITIS

**20.5% global  
contribution of  
randomizations,  
saving 10 weeks  
of enrollment**

**Localized support across 5 continents:**

- > Global atopic dermatitis patient recruitment supporting 4 protocols across 18 countries, 278 sites, over 16 months
- > Support at each step through:
  - **13.6k+** patients pre-screened by phone, **62%** of whom were filtered out as ineligible, relieving site burden
  - **4k+** site referrals made, with an average of **14.5** per site
  - **343** consented and **192** randomized patients

**How we achieved our 20.5% global contribution:**

- > 91.5% patient reachability rate, on average within 20 minutes of registration
- > 3 recontact initiatives, reaching 40% of site-labelled "unable to reach" patients, dropped at site level, randomizing 5% of this previously lost patient pool
- > Site newsletter launched with tips to become a high performing site had an industry leading open rate of 40%
- > Two-step pre-screening process including online questionnaire and phone pre-screening in local language

**Our results:**

✓ **85.5%**  
Site opt-in

✓ **91%**  
Of active sites  
received referrals

✓ **50%**  
More medically eligible  
patients vs. industry avg.

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## CASE STUDY

### PSORIATIC ARTHRITIS

**2.5x more patients  
randomized than  
planned**



#### Overview:

- > Digital recruitment campaign for two Phase III studies targeting adults with active psoriatic arthritis, following strict I/E criteria
- > 100 sites in 12 countries: Argentina, Australia, Canada, Finland, Germany, Italy, Netherlands, New Zealand, Poland, South Africa, Sweden & USA
- > One campaign ran for 2 months, the other for 6 months
- > The client also requested that we develop patient-facing materials to aid in recruitment efforts

#### Our approach:

- > 2-tier screening implemented online and phone, to ensure high quality referrals
- > Dedicated Enrollment Managers for each site speaking the local language
- > One smart screener for both protocols
- > Weekly reporting with progress shown per protocol
- > Optimized advertisement budget with one campaign for both protocols

#### Our results:



**69%**

contribution of  
randomized patients at  
ClinLife® participating  
sites



**58**

ClinLife® patients  
randomized by  
participating sites



**2.5x**

more patients  
randomized than  
planned

## 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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**CASE STUDY**  
SJÖGREN'S SYNDROME

**Clariness contributed  
16% of total study  
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
- > Clariness 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**

**CLARINESS**



**CASE STUDY**  
**MIGRAINE**

**Randomized +39%**  
**more migraine patients**  
**than target**



**Overview:**

- > Online patient recruitment and retention for a migraine study program supporting 2 Phase III protocol
- > Supported 187 sites in 12 countries, including the USA, over a 4-month period
- > The sponsor extended the initial contract by 4 months based on the positive results

**Our approach:**

- > Two-level patient pre-qualification process including online and phone-based pre-screening
- > Site support activities, including site helpdesk, was used to optimize efficient use of site resources
- > As part of retention services, automatic reminders were sent to study subjects to remind them of their upcoming visits

**Our results:**

✓ **+68%**  
more referrals than  
forecasted

✓ **+39%**  
Randomizations vs.  
target

✓ **152**  
Randomized  
patients

## CASE STUDY

### Narcolepsy

# Patients enrolled at 71% less cost than previous recruitment vendor

## Overview:

- > Online patient recruitment for phase III Narcolepsy 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, including the USA

## 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 5 countries (Austria, Germany, Spain, Poland, Russia & USA) 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

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### Our results:

✓ **168%**  
Referrals  
vs. forecast

✓ **>200%**  
Enrollment  
rate increase

✓ **27%**  
Randomization  
contribution





# Get in touch

Learn how we can support and scale your clinical trials in the USA and claim a 10% discount, for a limited time only.\*

**GET 10% OFF HERE**

*\*Terms & conditions apply. Offer end July 4, 2025.*

## 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 1,200+ 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 7,000+ research centers worldwide.



[www.clariness.com](http://www.clariness.com)

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