

# SITE CASE STUDY

## Study specific recruitment campaign for psoriasis study

### Situation:

The clinical research site was struggling to meet enrollment goals for a psoriasis study. The site reached out to ClinEdge for study-specific enrollment support services.

### Challenges:

The challenge with this study was the very specific inclusion and exclusion criteria for recruiting. ClinEdge needed to create a highly tailored campaign based on the specific study protocol to help recruit patients to the site's study and increase enrollment.

### Actions:

#### ONLINE ADVERTISING



ClinEdge ran online advertising campaigns through Facebook Ads Manager and Google AdWords. Planned and executed highly targeted pay-per-click campaigns to reach the relevant patient population based upon geographic location, demographics, interests, and specific keywords.

#### NATIONAL PATIENT DATABASE



Notified applicable patients in a National Patient Database of the study opportunity in their geographic area. The database is able to reach patients who are actively seeking clinical trial opportunities for specific indications.

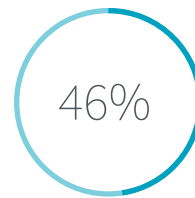
#### BRANDED LANDING PAGE



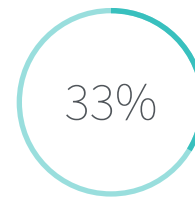
Created and launched a site branded study-specific landing page. This one page website provides further information about the study, relevant I/E criteria, and provides a field where interested users may submit their contact information which is sent directly to the site.

### Results:

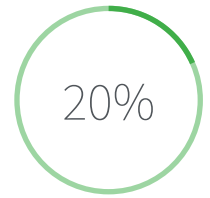
In 1 month, **3,601 users** were directed to the study-specific branded landing page. Of these users, 15 submitted their contact information to be pre-screened by the site for participation in the study. Of the leads that resulted from ClinEdge's 1 month campaign, there were **2 randomizations**.



Facebook



Patient Database



Google

**3,601 VISITS**

**15 FORM SUBMISSIONS**

**2 RANDOMIZATIONS**

