

SPONSOR CASE STUDY

Awareness Campaign for Rare Cancer Studies

Situation:

Two studies testing the same study drug were seeking to recruit patients with rare cancer indications, both with very limited patient populations. Richter's syndrome is a rare transformation that occurs in about 5-10% of patients with Chronic Lymphocytic Leukemia, and Diffuse Large B-Cell Lymphoma accounts for about 30% of newly diagnosed cases of Non-Hodgkin Lymphoma in the US. A disease is defined as rare in the US when it affects fewer than 200,000 Americans at any time.

Solution:

Acknowledging the challenge of reaching small and very specific patient populations, ClinEdge Engage strategically compiled a list of potential referral sources. These sources included large national organizations, small local facilities, specialists, and support groups located near the participating study sites. ClinEdge Engage Coordinators conducted this grassroots outreach to initiate discussions and collaborations to spread awareness both nationwide and within local communities to any potential patients.

Results:

The ClinEdge Engage Coordinators reached out to 406 local and 77 national organizations over a duration of 4 months. Responses were overwhelmingly positive, and resulted in 2 direct patient referrals and an overall increase in awareness for both studies.



Partnered with the Leukemia and Lymphoma Society, who posted about studies in their clinical trial opportunities page and highlighted the studies in their nationwide monthly newsletters



Article was published about the two studies on the Lymphoma News Today website and social media pages



OncoLink listed studies with clinicaltrials.gov link and study branded website links in clinical trial finder

ENROLLMENT MATERIALS

Supplements for this study included study branded website, an informational flyer and brochure to allow for easy distribution of educational materials to referral sources and interested parties.

