

Targeted Patient Recruitment Program for Idiopathic Gastroparesis Phase II Study

BACKGROUND

A CRO partnered with SubjectWell to support patient recruitment for a Phase II clinical trial in idiopathic gastroparesis conducted across sites in the United States. They required additional recruitment support to accelerate enrollment and meet study milestones.

The CRO contracted SubjectWell to implement a targeted digital patient recruitment strategy to identify and engage eligible patients and guide them through the screening and enrollment process.

CHALLENGES

- Idiopathic gastroparesis is a condition that can be difficult to diagnose and identify in large populations
- Difficulty driving qualified patient referrals that convert into site appointments and consents
- Supporting recruitment across a large network of U.S. clinical sites while maintaining consistent screening processes
- Meeting enrollment goals within a short recruitment window

ACTION

STRATEGY

SubjectWell designed a recruitment program focused on identifying and engaging patients experiencing symptoms consistent with idiopathic gastroparesis. The strategy prioritized efficient pre-screening and rapid referral routing to clinical sites.

Key priorities included:

- Expanding patient reach through targeted digital outreach
- Screening large patient volumes to identify likely eligible candidates
- Rapidly routing qualified referrals to study sites
- Supporting sites with patient engagement and follow-up to increase appointment attendance and consent rates



70 sites
supported over
5 months



12,184
patients screened



34
patients randomized



2.81%
randomization rate

TACTICS

SubjectWell deployed a multi-component recruitment approach including:

Creative & patient experience

- Study landing pages and digital ads designed to educate patients on gastroparesis symptoms and clinical trial participation
- Online pre-screening tools to quickly assess potential eligibility

Digital outreach

- Targeted digital campaigns to identify individuals actively searching for symptom information
- Social and search-based outreach to drive patient inquiries

Patient engagement & operations

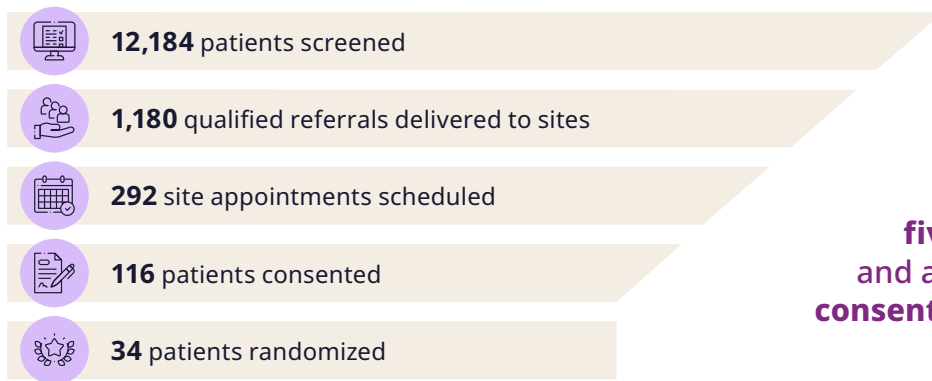
- Clinically trained patient support teams to guide participants through screening steps
- Phone screening to validate eligibility and route patients to sites
- Coordination with site teams to facilitate appointment scheduling

Technology & data management

- Secure patient data capture and distribution to participating study sites
- Funnel monitoring to optimize conversion rates across screening stages

RESULTS

RECRUITMENT OUTCOMES



The program supported **70 participating sites over a five-month recruitment period** and achieved **98% of the contracted consent goal** (116 of 118 consents).

These results demonstrate how SubjectWell's targeted digital outreach combined with structured patient screening and engagement can efficiently identify eligible patients and support enrollment goals for complex gastrointestinal studies.