

# Global patient recruitment program for a rare kidney disease

## BACKGROUND

A top 10 pharmaceutical company partnered with SubjectWell to provide a global patient recruitment program for their rare disease, phase III Autosomal Dominant Polycystic Kidney Disease (ADPKD) clinical study. SubjectWell designed a digital patient recruitment solution, providing localized outreach in multiple countries, addressing complex global data privacy requirements, and ultimately driving high impact enrollment results.



## CHALLENGES

- Enroll a significant number of patients in a low prevalence condition (42.6 per 100,000 population)
- Provide localized outreach in multiple countries
- Address complex global data privacy requirements

## ACTION

### Strategy

SubjectWell worked with the sponsor to determine which countries would produce high impact enrollment results, based on:

- Previous experience with successful programs in country
- Existing relationships with local partners (e.g. in both Europe and Japan)
- Ability to meet key data privacy regulations and SubjectWell's certifications and compliance programs; APEC Processor, GDPR, EU/US PrivacyShield
- Ability to leverage digital recruitment investment across a large population (e.g. adding Austro-Bavarian population of ~7 million to German program)

### Tactics

SubjectWell developed a multi-channel digital outreach strategy for US, Japan, Germany, and Austria in native languages, composed of:

- **Creative:** Website, online pre-screener, and ads
- **Digital outreach:** Search, social, society outreach (PKD Foundation | National Kidney Foundation), and SubjectWell's Direct Connect
- **Personnel:** Global call center, site recruitment support, and local country partners
- **Technology:** Compliant backend data capture under local data privacy laws and data distribution to the sites under regulatory guidelines



4000+  
patient inquiries



520+  
pre-screened  
patients



4%+  
pre-screened to  
randomized



22  
randomizations

# Results by country

## USA

**46,707** visits

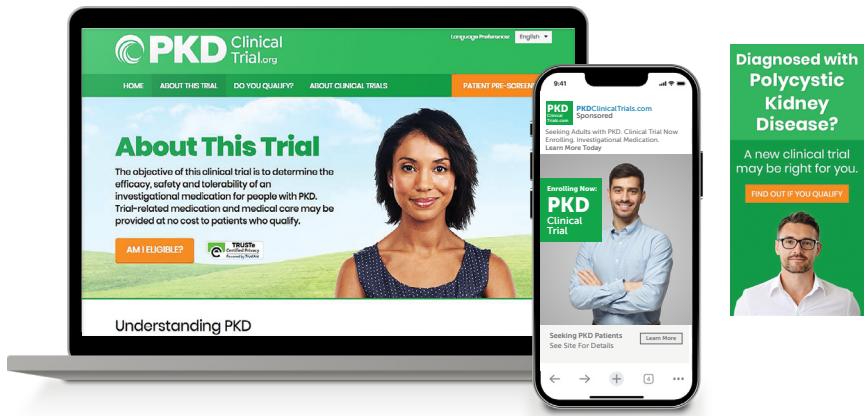
**3,355** inquiries  
7% conversion (website)

**447** pre-screened (online)  
13% conversion (online screener)

**37** appointments

**28** consented  
6% conversion

**15** randomized  
46% screen fail rate



## JAPAN

**32,833** visits

**441** inquiries  
1% conversion (website)

**46** pre-screened (online)  
10% conversion (online screener)

**11** appointments

**6** consented  
13% conversion

**5** randomized  
17% screen fail rate



## GERMANY

**13,800** visits

**276** inquiries  
2% conversion (website)

**36** pre-screened (online)  
13% conversion (online screener)

**9** appointments

**5** consented  
14% conversion

**2** randomized  
60% screen fail rate



SubjectWell partners with sponsors, CROs, sites, and site networks to transform patient recruitment. Powered by the most comprehensive, patient-centric technology platform and a growing Patient Network of 13 million+, SubjectWell delivers clinically trained, multilingual patient and site companions across 8,800+ sites, with global recruiting capabilities across 600+ indications. Combined with the industry's most extensive digital media network and services that reduce site burden, SubjectWell addresses the biggest challenges in patient recruitment and clinical development. To learn more, visit [www.subjectwell.com](http://www.subjectwell.com).