

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

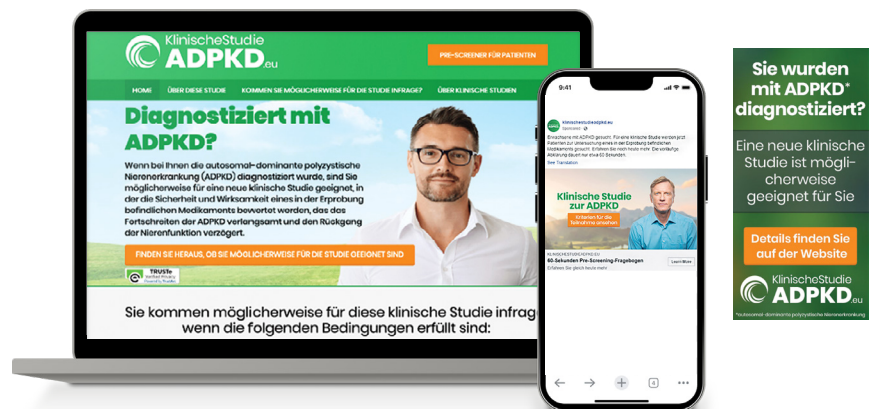
276 inquiries
2% conversion (website)

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.