

# Transforming dermatology trial recruitment

## How SubjectWell's targeted digital recruitment significantly outperformed traditional agency efforts

### BACKGROUND

A Top 10 pharmaceutical company partnered with SubjectWell to support patient recruitment for a chronic inducible urticaria (CIndU) clinical trial addressing a rare, dermatological condition. Initially, a large, internationally recognized agency managed media and creative, while SubjectWell provided the pre-screening website, call center, site management support, and performance reporting.

### CHALLENGE

The initial recruitment phase, managed by the external agency, struggled with low patient enrollment and high costs despite multiple attempts, including a creative refresh. SubjectWell identified that the agency's approach required significantly improved performance and efficiency to meet recruitment targets within the stipulated timelines.

### STRATEGY

SubjectWell took over the media management along with the down funnel management of the campaign, utilizing the pre-existing creative assets. Advanced digital optimization techniques across multiple platforms (social media and search) were deployed to enhance patient engagement and conversion rates.



SubjectWell drove 5x more randomizations and saved \$1M in costs, dramatically outperforming a traditional agency in just a fraction of the time.

### TACTICS

- Comprehensive digital optimization across Facebook, Instagram, Snapchat, Twitter, LinkedIn
- Re-targeting methods to maximize engagement
- Precision targeting and strategic media placements to improve reach and conversion efficiency



**\$1M**

**savings**  
in randomization  
costs



**89%**

**decreased  
cost**  
per rand



**5.5x**

**# consents**



**5x**

**increase**  
in rands



**74%**

**decreased  
cost**  
per online  
pre-screen (OPS)



**90%**

**decreased  
cost**  
per consent

**8-19%**

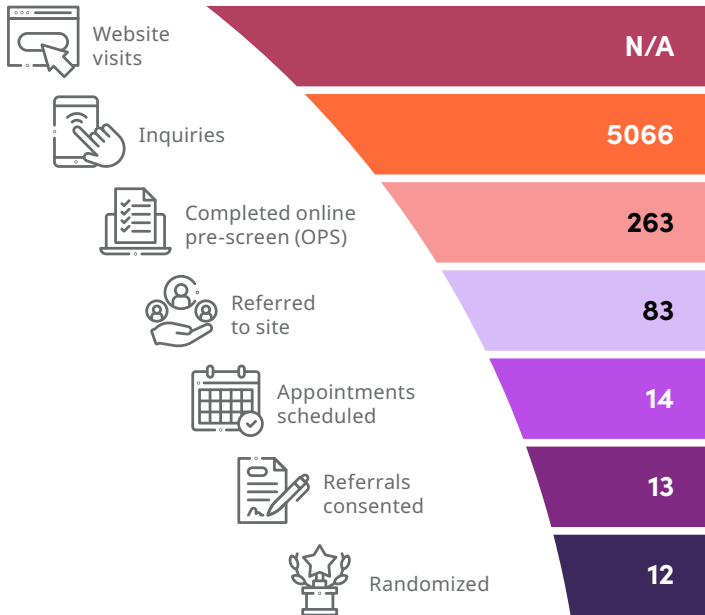
**rate of  
referral-to-  
conversion**

**30% of**

**total rands**  
US randomizations  
vs. 4% by agency  
over same time frame

## Results and funnel

SubjectWell's digital media and targeting strategies consistently outperformed those of the traditional agency, leading to significant improvements in efficiency, cost savings, and patient enrollment outcomes.



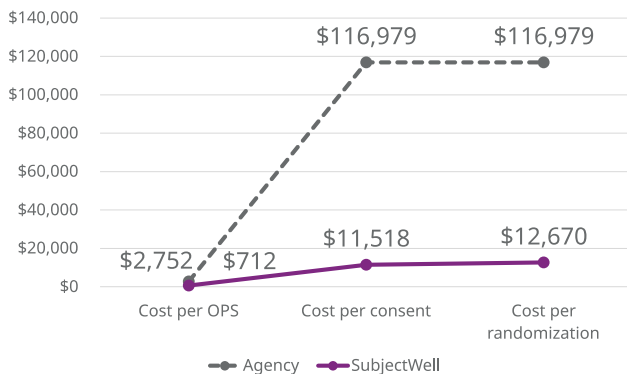
### Key results

- 90% of US sites opted to receive referrals for the campaign
- 83% of patients were referred to the sites, with an OPS-to-referral conversation rate of 31.5%

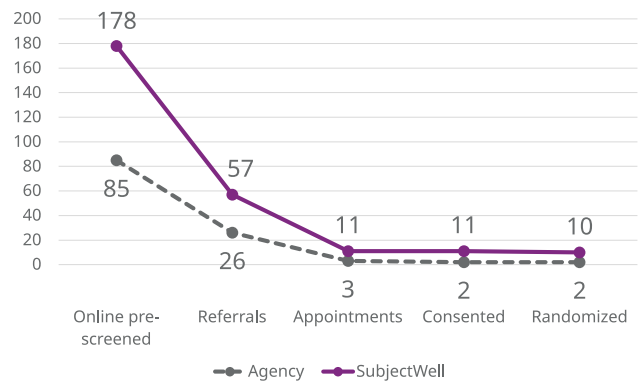
### Key results

- Achieved a 92.8% conversion rate from appointment to consent, with a 7.7% screen fail rate
- Achieved 13 randomizations, with a 14.5% referral-to-randomization rate
- The campaign contributed to 14% of total US randomizations

### COST PER CONVERSION (CPC) COMPARISON



### FUNNEL COMPARISON



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).