

Clinical Trial Recruitment for Breast Cancer with Genetic Modifier



IMAGINE THIS:

A large, global pharmaceutical company enrolling a Phase 3 clinical trial in breast cancer with a genetic modifier engaged Seeker Health by EVERSANA to create an engaging social media campaign to accelerate genetic testing, participant identification and clinical trial enrollment. They needed to:

- Educate women with breast cancer about the availability of this clinical trial and the opportunity to receive genetic testing
- Accelerate clinical trial enrollment



THE SOLUTION:

Seeker Health by EVERSANA developed a compliant Facebook campaign, focused on a subset of the Facebook user population which had previously taken actions that denoted an interest in breast cancer.

To optimize the campaign outcomes, A/B testing of images, text and targeting were implemented.

Seeker Health deployed its tool for complete comment suppression on Facebook Newsfeed Ads to mitigate risk of user-generated misinformation.



RESULTING IN:

- ✓ 9,419 US patients engaged via Facebook advertising to begin online pre-screen
- ✓ 866 US patients completed online prescreen and qualified for follow up by clinical trial sites
- ✓ 3 months saved from enrollment timeline