

# Clinical Trial Recruitment for Neurodegenerative Disease



## IMAGINE THIS:

A biopharmaceutical company focused on developing and commercializing innovative therapies for people with debilitating diseases was faced with the following challenges:

- Accelerate clinical trial enrollment of an investigational medicine for a neurodegenerative disease
- Provide potential participants a patient-friendly and direct way to learn about this clinical trial and sign up to participate
- Create a secure environment to share data with clinical trial staff to facilitate screening and enrollment into the clinical trial



## THE SOLUTION:

Seeker Health by EVERSANA designed and implemented a compliant patient lead generation program centered around a targeted Facebook advertising campaign. To mitigate risk of user-generated misinformation, we deployed our tool for complete comment suppression.

Patients were directed to a clinical trial website that we designed and included a voluntary online pre-screener. All materials were available in English, French and Spanish and received IRB/EC approval prior to being used.

Authorized clinical trial personnel securely accessed data for patient screening and enrollment via our proprietary Seeker Portal.



## RESULTING IN:

- ✓ EVERSANA's approach and process engaged a significant pool of potential participants who were pre-screened and then further screener
- ✓ In five months, Seeker Health engaged **17 RANDOMIZED PATIENTS**