

# Clinical Trial Recruitment for Prostate Cancer

A large, global pharmaceutical company enrolling a Phase 3 clinical trial in non-metastatic prostate cancer needed to create an engaging social media campaign to accelerate participant identification and clinical trial enrollment. Their main challenges were:



## IMAGINE THIS:

- Educate men with prostate cancer about the availability of this clinical trial and the opportunity to pre-screen for participation
- 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 prostate 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:

Four-month pilot program engaged:

- ✓ 4,100 men via Facebook advertising to learn about this clinical trial
- ✓ 952 men who began the online prescreen and qualified for follow up by clinical trial sites
- ✓ 318 men who qualified and were contacted by clinical trial sites for screening and randomization.
- ✓ Given positive results of pilot, the sponsor extended this program to support the clinical trial until completion