

Clinical Trial Recruitment for Ultra Rare Disease



IMAGINE THIS:

A biopharmaceutical company focused on developing and commercializing innovative therapies for people with rare debilitating diseases needed accelerate patient engagement for a clinical trial of an investigational medicine. Prior to engaging Seeker Health by EVERSANA, results from other means of recruiting were suboptimal and they needed to:

- Accelerate clinical trial enrollment
- 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 and Google 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 pre-screen form for patients. All materials received IRB approval prior to being used.

Authorized clinical trial personnel were able to securely access 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 four months, Seeker Health contributed 20 percent of the enrolled patient population, exceeding goals
- ✓ Program to engage patients for a clinical trial in another rare disease indication