

Our Largest Accomplishment

As a collective team, we are beyond pleased with accelerating the Sponsor's trial and facilitating them with the ability to achieve — and surpass — their enrollment milestones. However, what we are most proud of are the messages we received from patients who are living with CIPN about being more hopeful for the future as a result of this effort. In this under-recognized disease that has few available treatments, guiding folks to a brighter path forward was and continues to be our core mission.





CIPN

The Ask: The sponsor approached Clinical Enrollment to assist with recruitment efforts for a clinical trial on a lesser-known disease state, chemotherapy-induced peripheral neuropathy, or CIPN. Occurring as a side effect of oncology treatments, CIPN as a patient population is challenging to isolate since it doesn't always get recognized in a formal diagnosis.



Our Approach

The CE creative team crafted bespoke digital content, including an engaging testimonial video, custom website that married disease state education with more emotion-driven messaging, and a suite of custom ads. CE also served up carefully-targeted social messaging to an audience of millions of potential participants, reaching nearly 1.5 million unique ad viewers.

The End Result/The CE Difference



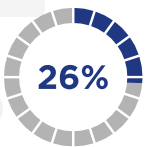
Saw a 392.8% increase in total US enrollments



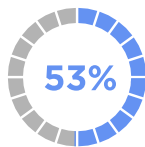
Garnered a 253.3% increase in total Informed Consent Forms signed



CE sped up trial recruitment more than four-fold (4.4x!)



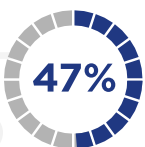
Achieved a 26% underrepresented patient populations recruitment rate



Nearly 53% of the total Informed Consent Forms were attributable to CE's recruitment



Earned nearly 7 million views on CE ad creative



CE's efforts accounted for more than 47% of total trial enrollment



Accelerated predicted trial recruitment resulting in the projected 35.5 month timeline being completed in a mere 8 months



Touted more than 1.4 million video views and more than 107,000 website views