



Alzheimer's disease

The Ask: The sponsor was midway through their trial and found themselves behind in enrollment, expecting the trial to extend an additional 5 months. They called CE and enlisted us to help get them back on track.

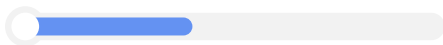


Our Approach

Over the course of our 9 months involvement, CE crafted bespoke digital content, including an emotion-driven testimonial video, custom website that married disease state education with more engaging lifestyle messaging, and a suite of custom ads. Additionally, we leveraged our database of more than 7,000 Alzheimer's patients who expressed interest in learning more about clinical trials, and served up carefully-targeted social messaging to an audience of potential participants and their loved ones.

The End Result/The CE Difference

34%



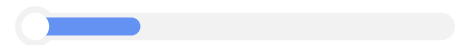
Clinical Enrollment's efforts ultimately composed 34% of the total trial recruitment

55%



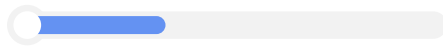
More than 55% of the total trial recruitment occurred during the period in which CE was commissioned

18%



Achieved an overall 18% reduction in screen fail rate from the study average

32%



Garnered a 32% underrepresented population rate through finely-honed engagement efforts

83,000



Reached an audience of more than 675,000, touting nearly 1,400,000 total video views, nearly 83,000 website visitors, and more than 6,200 form completions

Our Largest Accomplishment

Alzheimer's Disease Summary Slide: At Clinical Enrollment, our mindset is to identify the best case scenario, and then beat it. In this trial, the only thing better than meaningfully connecting patients to a memory loss trial that could potentially improve their quality of life (and by extension, that of their caregivers) is to ensure that a large portion of those patients are from under-represented populations. Achieving a level where nearly 1 out of every 3 patients recruited were from historically underserved demographic groups was a particular point of pride for us, because it meant a greater chance at treatment equity for all trial participants. Ultimately, we find that the only thing better than helping trials succeed is knowing that they reached people who may have not otherwise found the opportunity.

