

HIGH BLOOD PRESSURE STUDY

Scenario

The clinical research site was struggling to meet enrollment goals and did not have sponsor funds to spend.

Challenges

Gaining new leads without obtaining IRB approval on new materials and costing the site out-of-pocket expense.

Actions

ImageBloom offers monthly branding services that include 1 monthly email blast, 2 blog posts, 1 press release, daily social media posting (5 days/week) on all social media platforms through the use of branding funds. This site had already partnered with ImageBloom and was utilizing their branding services. ImageBloom was able to engage candidates for this high blood pressure study through planned organic posts and general site email blasts.

Results

As a result of organic social media posting and generic email blasts, 25 leads were referred. ImageBloom was able to randomize 1 patient because of these efforts.

 **25** REFERRED LEADS

 **01** PATIENTS RANDOMIZED

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