

LYME DISEASE STUDY

Scenario

This clinical research site was recruiting for a Lyme disease vaccination. With a budget of \$3,960, we solely used social media digital advertising to recruit.

BUDGET \$3,960

Challenges

The enrollment was first come first serve with a deadline that kept moving up due to the number of randomizations the study was receiving. We were also struggling to keep up with the volume of volunteers we were receiving in the time allotted. Additionally, we discovered that since it was an increasingly shorter timeframe than given initially, we had to adjust our social media advertising only solution to get more volunteers to the site.

Actions

We recommended using IB-Recruit in conjunction with the site's recruiters. We were given timeframes that the recruiters were able to schedule screenings directly. We also sent out follow-up emails and texts to re-engage those who did not respond as well as email and text those who qualified asking for them to refer a friend or family member.

Testimonial

"We just completed a very successful recruitment effort for a Lyme Disease Vaccine study and we couldn't have done it without the ImageBloom team. From great ads, lots of leads, and call center screening they helped make this study a success."

- Site Owner | Bridgeport, Connecticut

Results

With the efforts of the IB-Recruit team, digital advertising, audience segmentation for texts and emails, as well as daily calls with the site, we were able to gather 289 leads, enroll 34, and randomize 26. This site was one of the top recruiting sites worldwide for this study.

 **289** REFERRED LEADS

 **26** PATIENTS RANDOMIZED

 **34** PATIENTS ENROLLED

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