

## ULCERATIVE COLITIS CASE STUDY:

# How ImageBloom Met Recruitment Goals for Phase II Trial



### Client Overview: ImageBloom

ImageBloom is a leading healthcare marketing agency known for its innovative and data-driven approach to patient recruitment and engagement. The agency specializes in developing comprehensive marketing strategies for clinical trials, focusing on diverse medical conditions and therapeutic areas. ImageBloom's success lies in its ability to employ a combination of digital marketing techniques, patient-centric content, and strategic outreach to achieve optimal patient enrollment for clinical trials.

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### Client Challenge: Ulcerative Colitis Clinical Trial Enrollment

A pharmaceutical company specializing in gastrointestinal research approached ImageBloom to support patient recruitment of their phase II clinical trial for a new drug targeting ulcerative colitis. The trial aimed to assess the safety and efficacy of the new treatment in comparison to standard therapies. The client's goal was to enroll a diverse and representative patient population across five different locations in the United States, each with its unique demographic and patient pool.

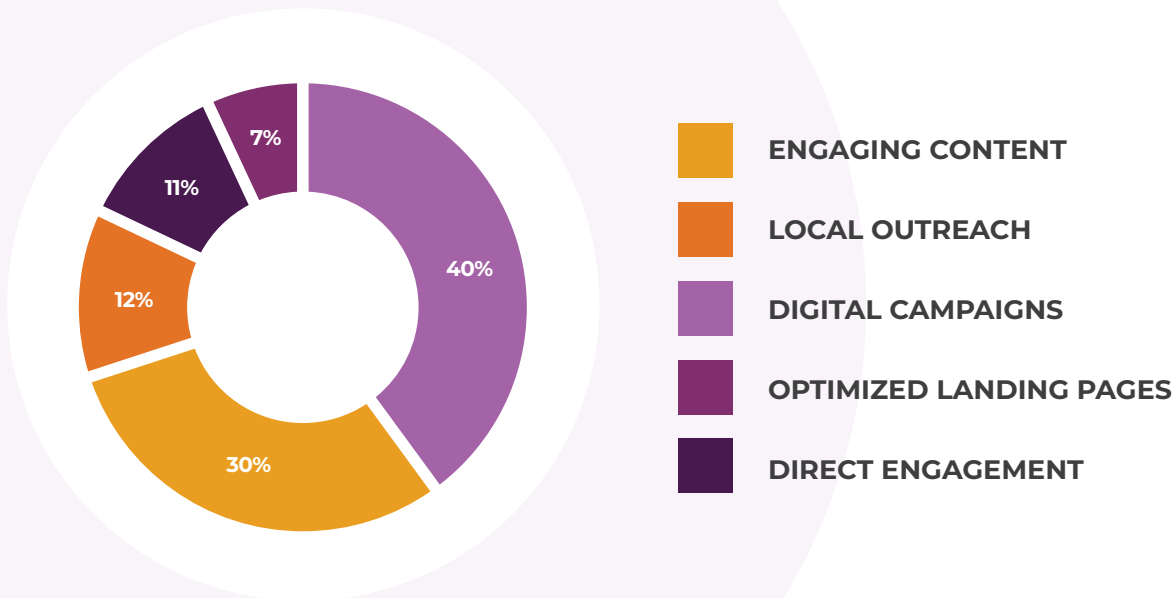




## Solution: Comprehensive Patient-Centric Marketing Strategy

ImageBloom devised a multifaceted marketing strategy to effectively address the client's challenge and meet patient enrollment goals. The strategy focused on leveraging both traditional and digital marketing channels while maintaining a patient-centric approach. The key elements of the strategy included:

- 1 Targeted Digital Campaigns:** ImageBloom conducted extensive research to understand the target patient demographic and their online behavior. Customized digital campaigns were created, including search engine optimization (SEO), pay-per-click (PPC) advertising, and social media ads. This approach ensured that potential trial participants were reached through platforms they frequently used.
- 2 Engaging Patient-Centric Content:** ImageBloom developed patient-centric content that provided valuable information about ulcerative colitis, the clinical trial process, and the potential benefits of participation. This content was disseminated through the trial website, blog posts, infographics, and educational videos.
- 3 Local Outreach and Partnerships:** Recognizing the importance of local engagement, ImageBloom established partnerships with local healthcare providers, clinics, and patient advocacy groups. These partnerships facilitated the distribution of trial information directly to potential participants through trusted healthcare networks.
- 4 Direct Patient Engagement:** ImageBloom implemented personalized email campaigns to maintain direct communication with potential participants. These emails included informative content, trial updates, and contact information for trial coordinators, fostering a sense of transparency and trust.
- 5 Optimized Landing Pages:** The trial website was equipped with dedicated landing pages that provided clear and concise information about the trial, its objectives, eligibility criteria, and the benefits of participation. These pages were designed to encourage conversions and facilitate easy enrollment.





## Results: Exceeding Patient Enrollment Goals

ImageBloom's comprehensive marketing strategy yielded exceptional results, successfully meeting and exceeding patient enrollment goals for the ulcerative colitis clinical trial at all five US locations:

- 1 Increased Patient Inquiries:** The targeted digital campaigns generated a significant increase in patient inquiries, demonstrating the effectiveness of the digital marketing approach.
- 2 Diverse Patient Population:** The emphasis on patient-centric content and local partnerships resulted in a diverse and representative patient population, meeting the client's requirement for a varied demographic.
- 3 Engaged Participants:** Direct patient engagement through email campaigns and informative content fostered a sense of engagement and trust, leading to a higher conversion rate from inquiries to enrolled participants.
- 4 Timely Enrollment:** The trial reached its enrollment goals within the projected timeline, enabling the pharmaceutical company to move forward with the study as planned.

## Conclusion: A Successful Partnership

ImageBloom's strategic and patient-centric approach to marketing played a pivotal role in achieving the patient enrollment goals for the ulcerative colitis clinical trial across five US locations. By leveraging a combination of targeted digital campaigns, engaging content, local partnerships, and direct patient engagement, ImageBloom not only met but exceeded the client's expectations, contributing to the successful execution of the clinical trial and advancing research in ulcerative colitis treatment. This case study underscores the importance of a comprehensive and patient-centered marketing strategy in achieving successful patient enrollment outcomes for clinical trials.