

CASE STUDY:

Leveraging Digital Strategies and Community Outreach to Enroll a Clinical Trial for Atopic Dermatitis



ImageBloom, Inc., a leading digital marketing and patient recruitment firm, was approached by a large site network seeking assistance in enrolling participants for a clinical trial focused on atopic dermatitis in the adult population. The challenge lay in recruiting a diverse and representative sample of participants within a specified timeframe. This case study explores how ImageBloom, Inc. successfully employed a combination of digital strategies and community outreach to meet and exceed enrollment goals.



Client Background

The client, a large multi-specialty site network with expertise in dermatology research, aimed to conduct a clinical trial to evaluate a novel treatment for atopic dermatitis. The trial required a 80 participants across the US, representing a diverse range of demographics and a specific disease severity level.

Challenges

Diverse Recruitment Goals: The trial required a diverse pool of participants, including various age groups, ethnicities, all presenting with a specific disease severity.

Strict Timeline: The site network faced time constraints, requiring rapid and effective recruitment strategies to meet enrollment targets within the given timeline.

Patient Engagement: Ensuring active and engaged participation was crucial for the success of the trial.



Strategy Implementation

Comprehensive Digital Marketing Campaign

Targeted Online Advertising: ImageBloom crafted targeted online advertisements to reach potential participants across various digital platforms, considering factors such as demographics, geographic location, and online behavior. To ensure a diverse patient population, techniques such as geo-targeting specific under-represented communities and low-income clinics, were implemented.

Search Engine Optimization (SEO): ImageBloom implemented SEO strategies to enhance the trial's online visibility, ensuring that the trial information ranked high on search engines for relevant keywords. This strategy was an effective method targeting those within specific areas who were looking for study-related search terms.

Patient-Centric Website and Landing Pages

User-Friendly Interface: ImageBloom created a patient-centric website with easily navigable interfaces, providing comprehensive information about the trial, eligibility criteria, and benefits of participation.

Engaging Landing Pages: Engaging and informative landing pages were created to capture visitor interest and encourage them to take the next step in the enrollment process.

Social Media Engagement

Targeted Social Media Campaigns: ImageBloom leveraged popular social media platforms to disseminate trial information, engage with potential participants, and encourage them to share the information within their networks.

Patient Stories and Testimonials: The team shared patient stories and testimonials to humanize the trial and create a sense of community among potential participants.

Community Outreach Initiatives

Partnerships with Dermatology Clinics: Collaboration with local dermatology clinics and healthcare providers to increase awareness about the trial within the target community was initiated.

Community Events and Support Groups: ImageBloom organized and participated in community events, support groups, and health fairs to establish a direct connection with potential participants.



Results:

ImageBloom, Inc.'s integrated approach yielded the following results:

Exceeded Enrollment Goals: The trial successfully enrolled a diverse and representative sample of participants, surpassing the initial recruitment targets of 80 participants.

Timely Completion: Despite the tight timeline, ImageBloom's strategies led to the rapid and efficient recruitment of participants, ensuring the trial stayed on schedule.

High Patient Engagement: The combination of digital strategies and community outreach fostered a high level of patient engagement, resulting in committed and informed participants.

ImageBloom's strategic blend of digital marketing initiatives and community outreach played a pivotal role in the success of the clinical trial for atopic dermatitis. By leveraging technology and establishing personal connections within the community, ImageBloom not only met but exceeded enrollment goals, demonstrating the efficacy of a holistic and patient-centric approach to clinical trial recruitment.



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