

**CASE STUDY:****Accelerating Patient Enrollment: ImageBloom's Strategic Approach in Fully Enrolling a Liver Disease Clinical Trial**

ImageBloom, Inc., a global patient recruitment firm, recently demonstrated its proficiency in the field by successfully helping a site network achieve full enrollment for a critical liver disease clinical trial. The trial, aiming for 15 randomized patients, posed a unique set of challenges, but ImageBloom's innovative strategies and extensive experience in patient recruitment played a pivotal role in overcoming these obstacles.

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**Client Background**

The client, a site network involved in clinical research, was tasked with conducting a liver disease clinical trial. Despite the importance of the study, the site network faced difficulties in attracting and enrolling eligible and diverse participants within the specified timeline.



## Challenges

Several challenges hindered the patient recruitment process:

- 1. Niche Target Population:** The trial required a specific patient demographic, making it challenging to identify and engage potential participants. Participants needed to be from a diverse range of backgrounds, with a specific degree of liver impairment.
- 2. Time Sensitivity:** The urgency to enroll 15 randomized patients within a 9-month timeframe added pressure to the recruitment process.
- 3. Geographic Considerations:** Ensuring a diverse pool of participants across different locations was essential, necessitating a geographically targeted approach.

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## ImageBloom's Strategic Approach

ImageBloom employed a multi-faceted approach to address the challenges and optimize patient recruitment:

- 1. Geo-Targeted Social Media Campaigns:** Leveraging platforms such as Facebook, and Instagram, ImageBloom implemented geo-targeted advertisements to reach individuals in specific locations relevant to the trial sites. This approach helped maximize visibility within the desired patient population.
- 2. Google and YouTube Advertising:** Recognizing the power of search engines and video content, ImageBloom ran targeted Google and YouTube advertising campaigns. These efforts were tailored to capture the attention of individuals actively seeking information related to liver diseases and clinical trials.
- 3. NextDoor Integration:** ImageBloom tapped into the community-focused platform NextDoor to engage with local residents. By fostering a sense of community involvement, the recruitment firm successfully attracted participants from the trial's target areas.
- 4. MyLocalStudy Database Supplementation:** ImageBloom utilized its extensive MyLocalStudy database, a repository of potential participants interested in clinical trials. By leveraging this resource, the recruitment firm efficiently identified and contacted individuals who had previously expressed interest in similar studies.



## Results:

ImageBloom's comprehensive approach yielded significant results:

- 1. Timely Enrollment:** The firm's strategic initiatives led to the timely recruitment of 15 randomized patients, meeting the trial's enrollment goals.
- 2. Diverse Participant Pool:** The geo-targeted campaigns ensured a diverse pool of participants, contributing to the study's generalizability.
- 3. Cost-Effective Solutions:** By combining various digital platforms and leveraging existing databases, ImageBloom provided a cost-effective solution for the client, maximizing the return on investment.

ImageBloom's success in fully enrolling the liver disease clinical trial exemplifies the importance of a strategic and diversified approach to patient recruitment. The firm's expertise in utilizing social media, search engines, and community-focused platforms, coupled with the supplementation from their MyLocalStudy database, showcases the effectiveness of a well-rounded recruitment strategy in overcoming complex challenges within the clinical trial landscape. ImageBloom's case serves as a testament to the crucial role patient recruitment firms play in advancing medical research through efficient and targeted enrollment processes.



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