

CASE STUDY:

Successful Oncology Patient Recruitment Across 12 U.S. Sites



Client: Confidential U.S.-based Clinical Research Organization

Agency: ImageBloom, Inc.

Trial Focus: Phase III Oncology Clinical Trial

Study Duration: 14 months

Site Locations: 12 sites across diverse urban and suburban U.S. markets



Overview

ImageBloom, Inc., a women-owned and operated patient recruitment agency, was engaged to support the enrollment of a multi-site Phase III oncology clinical trial. The trial aimed to evaluate the efficacy of a novel therapeutic agent in patients with a specific subtype of solid tumor cancer. The recruitment goal was to enroll 120 qualified participants over a 14-month period.



Challenges

- 1. Complex Eligibility Criteria:** The trial required participants with a narrow tumor profile and prior treatment history, significantly narrowing the eligible population.
- 2. Trial Fatigue:** Many prospective participants had previously been approached for other studies or were already under physician care receiving treatment that they did not want to interrupt, reducing initial engagement.
- 3. Geographic Dispersion:** The 12 trial sites were spread across diverse regions, requiring customized, localized strategies.
- 4. Mistrust in Clinical Research:** Some communities, especially those underrepresented in trials, demonstrated a lack of trust in clinical research or questioned whether they would receive effective treatment.

ImageBloom's Strategic Approach

1. Advanced Digital Targeting

ImageBloom deployed proprietary digital targeting tools and platforms to identify and reach individuals matching the trial's specific demographic and clinical profiles. Utilizing predictive modeling and real-time optimization, campaigns were continuously adjusted for maximum performance.

- Integrated social media, search engine marketing, and programmatic ads
- Geo-targeted campaigns tailored to each site's surrounding population
- A/B tested creative assets to refine messaging across platforms

2. Centralized Pre-Screening Platform

A centralized pre-screening system was implemented to streamline the referral process and ensure high-quality leads.

- Prospects completed a brief online questionnaire linked to inclusion/exclusion criteria
- Integrated EDC (Electronic Data Capture) and CRM platforms for seamless site communication
- Reduced screen failure rate by 28%

3. Community Outreach & Education

Recognizing the importance of trust and awareness, ImageBloom launched an education-first community outreach initiative.

- Partnered with local advocacy groups and oncology support organizations
- Hosted virtual info sessions and in-person events in collaboration with site coordinators
- Developed culturally sensitive, multilingual materials for diverse populations

4. Site Engagement & Support

Maintaining consistent communication with each clinical site was essential.

- Weekly performance dashboards and feedback loops
- On-demand recruitment playbooks tailored to each site's needs
- Provided training for site staff on best practices for engaging underrepresented communities

Results

- **Total Enrolled:** 120 participants, meeting study goal
- **Enrollment Timeframe:** Achieved full enrollment in 13.2 months (5.7% faster than projected)
- **Screen Failure Rate:** Decreased by 28% vs. industry benchmark
- **Diversity Metrics:** 36% of participants identified as Black, Hispanic, or Asian—exceeding DEI targets
- **Site Satisfaction:** 96% of sites reported ImageBloom's support as “exceptional” or “very good”

Conclusion

Through the integration of advanced recruitment technology and community-centric engagement strategies, ImageBloom, Inc. successfully enrolled a complex oncology trial across a geographically and demographically diverse patient population. This case demonstrates the agency's expertise in delivering tailored recruitment solutions that meet and exceed both enrollment and diversity goals in high-stakes clinical research.

Contact ImageBloom, Inc. to learn how we can help drive success in your next clinical trial.