

CASE STUDY:

Multi-Site Patient Recruitment Campaign for Alopecia Areata Clinical Trial



Client Overview

A U.S.-based biopharmaceutical sponsor launched a Phase II randomized, placebo-controlled clinical trial to evaluate the efficacy and safety of an investigational treatment for **Alopecia Areata**. The trial sought to enroll **30 qualified participants** across **6 U.S. sites** within a defined enrollment period.

Recruitment Objective

- **Enrollment Goal:** 30 randomized patients
- **Target Population:** Adults aged 18–65 diagnosed with moderate to severe Alopecia Areata
- **Recruitment Timeline:** 4 months
- **Budget:** \$17,250 total media and management budget
- **Cost Per Randomization:** ~\$575

Challenges

- Alopecia Areata is a relatively rare autoimmune condition, requiring targeted outreach to find and educate qualified patients.
- Patients often manage the condition cosmetically or through dermatological treatments, and many are unaware of ongoing clinical trials.
- Stigma and emotional impact associated with visible hair loss required a sensitive, trust-building messaging approach.



Strategy

1. Audience Research & Geo-Targeting

- Used claims data, patient panels, and digital listening tools to define regions with higher density of Alopecia Areata patients.
- Geo-targeted digital ads within a **30-mile radius** of each participating site to optimize reach and minimize screen failures due to distance barriers.

2. Digital Advertising

- **Channels Used:**
 - Facebook & Instagram
 - Google Search
 - Programmatic display (dermatology and autoimmune-related content sites)
- Custom audience segments included:
 - Users searching for “hair loss treatment,” “patchy bald spots,” “alopecia causes,” “alopecia areata treatment”
 - Dermatology interest groups and autoimmune disorder communities
- Ran A/B tests on ad formats (carousel vs. single image), imagery (clinical vs. lifestyle), and headlines to optimize conversion.

3. Landing Page & Pre-Screener

- Created a mobile-optimized landing page with:
 - Brief trial overview
 - Patient testimonial (stock representation with IRB approval)
 - Key eligibility criteria
 - IRB-approved lead form and secure pre-screener tool
- Automated lead delivery system routed qualified referrals to their nearest site for follow-up within 24 hours.

4. Data-Driven Optimization

- Provided IRB-approved toolkits to each site:
 - Flyers, posters, email templates, and scripts
 - Guidance on converting digitally referred patients
- Weekly check-ins with coordinators to identify screen failure trends and optimize targeting.

Results

METRIC	RESULT
Enrollment Goal	30 randomized participants
Total Leads Generated	156
Qualified Pre-screened Leads	62
Screened at Site	38
Randomized Participants	30
Randomization Rate	19.2% (from total leads)
Cost Per Lead	\$110
Cost Per Randomization	\$575
Campaign Duration	4 months

Key Success Factors

- **Precision Targeting:** Focused media spend only within viable zip codes surrounding trial sites.
- **Sensitive Messaging:** Balanced medical accuracy with patient-centric language to build trust.
- **Rapid Response:** High lead-to-screen conversion enabled by real-time alerts and coordinator responsiveness.
- **Data-Driven Optimization:** Weekly campaign analytics reviews informed continuous ad refinements and budget reallocations.

Conclusion

This campaign successfully met the enrollment goal **on time and within budget**, achieving a **cost-efficient \$575 per randomization**. It demonstrated that **data-driven targeting**, **empathetic communication**, and **site engagement** are critical for effectively recruiting participants for trials involving stigmatized or lesser-known conditions like Alopecia Areata.