

CASE STUDY:

Multi-Site Patient Recruitment for Pediatric Autism Trials

Company: ImageBloom, Inc.

Project Type: Patient Recruitment Campaign

Indication: Pediatric Autism

Services Provided: Digital Advertising, Community Outreach, Geo-Targeting

Duration: 6 months

Trial Sites: 8 locations across the U.S.

Target Audience: Parents/Guardians of children aged 4–11 with suspected or diagnosed Autism Spectrum Disorder (ASD)

Objectives

- Drive qualified patient leads for multiple trial sites conducting clinical research on pediatric autism.
- Increase awareness and education about clinical trial opportunities among parents and caregivers.
- Achieve consistent lead flow to each site while accounting for regional differences in awareness, access, and stigma.

Challenge

- Recruiting for pediatric autism presents a unique set of challenges:
 - Highly specific eligibility criteria
 - Emotional sensitivity of parents considering clinical trials for young children
 - Varying local access to autism-related healthcare resources
- Required parallel lead generation and management for 8 distinct sites with different timelines and capacities.



Approach

1. Parent-Focused Social Media Targeting

ImageBloom launched a multi-platform social advertising campaign tailored for each trial site using Facebook, Instagram, and TikTok.

- **Audience Segmentation:**

- Parents aged 25–54 within a 20–30 mile radius of each site
- Interests: autism awareness, developmental milestones, early childhood education, pediatric therapy
- Behavioral cues: Parents who had recently interacted with autism-related pages or parenting forums

- **Ad Creative:**

- Empathy-driven messaging focused on support and hope, not fear
- Included real parent testimonials, animated explainer videos, and carousel ads highlighting trial benefits
- A/B testing across headlines and CTAs (e.g., “See if your child qualifies” vs “Help advance autism research”)

- **Landing Pages:**

- Site-specific, mobile-optimized pages with brief screeners and embedded HIPAA-compliant lead forms
- Pages emphasized study benefits like free developmental assessments, potential compensation, and specialist care

2. Community Outreach & Local Partnerships

- **Partnerships with Local Autism Advocacy Groups:**

- Collaborated with regional chapters of Autism Speaks and parent-led autism support organizations
- Secured co-branded email blasts, blog placements, and event sponsorship opportunities
- Hosted educational webinars for parents in collaboration with site principal investigators

- **Engagement in Online Parent Communities:**

- Strategic participation in local Facebook parenting groups, ASD-specific forums, and subreddits
- Partnered with trusted "momfluencers" and ASD-parent bloggers to promote study info in authentic ways

3. Geo-Fencing and Mobile Ad Campaigns

- **Geo-Fencing Strategy:**
 - Virtual perimeters were set around:
 - Pediatricians specializing in neurodevelopmental disorders
 - ABA therapy centers
 - Speech-language pathologists and developmental clinics
 - Children’s hospitals with autism programs
- **Ad Deployment:**
 - Delivered mobile banner and video ads to devices entering the geo-fenced areas
 - Encouraged real-time click-throughs to the study landing pages
 - Time-of-day targeting to align with typical clinic hours
- **Performance Monitoring:**
 - Used heat mapping and impression density to identify top-performing geo-zones
 - Reallocated budget weekly to the highest-converting zones

Results

METRIC	OUTCOME
Campaign Duration	6 months
Sites Covered	8
Total Leads Generated	2,450+
Average Cost per Lead (CPL)	\$28.63
Qualified Pre-Screened Leads	1,120
Enrollment-to-Lead Conversion	19.5%
Best Performing Channel	Facebook/Instagram Ads
Best Performing Community Strategy	Local FB Groups & Influencer Posts



Key Takeaways

- **Hyperlocal Customization Works:** Tailoring ad creative and outreach efforts to each site's local community significantly increased engagement.
- **Emotional Resonance Matters:** Messaging that emphasized empowerment, care, and access to expert support drove higher click-through and conversion rates.
- **Geo-Fencing is Highly Effective for Niche Populations:** Targeting around autism-specific pediatric offices yielded the most qualified leads with the lowest CPL.

Client Feedback



"The team at ImageBloom handled a very sensitive recruitment effort with professionalism, creativity, and a deep understanding of our patient population. Our sites consistently praised the quality of leads."

– Clinical Trial Manager, Site Network

Looking Ahead

ImageBloom plans to scale this approach for other pediatric neurodevelopmental indications, including ADHD and anxiety disorders, using refined data modeling, SMS nurturing, and localized referral partnerships.

Want to learn more?

Visit our website at imagebloom.com or email info@imagebloom.com.



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