

CASE STUDY:

Rapid Enrollment for a 3-Site COPD Clinical Trial



Overview

A leading respiratory research sponsor partnered with ImageBloom, Inc. to support a clinical trial evaluating a new therapeutic option for Chronic Obstructive Pulmonary Disease (COPD). The study required rapid patient recruitment across three U.S. clinical sites, focusing on adults with moderate to severe COPD who met strict spirometry and smoking-history eligibility criteria.

Despite a challenging patient population and highly competitive environment for COPD trials, ImageBloom successfully enrolled **19 qualified participants**, meeting the sponsor's target ahead of projected timelines.

Recruitment Strategy

To overcome known recruitment barriers such as high comorbidity exclusion rates and accessibility challenges, ImageBloom deployed an integrated, multi-channel strategy that combined:



Digital Advertising Campaigns

Highly targeted digital ads were tailored to reach COPD patients and their caregivers where they engage daily:

- **Paid Social Media Advertising**

- Facebook and Instagram ads optimized to reach individuals 50+ with respiratory interests and behaviors
- Custom audiences built from known COPD-related interest targeting
- Retargeting engaged warm prospects who previously interacted with ads or the website

- **Search Engine Marketing (SEM)**

- Google Ads targeting intent-based keywords such as *COPD clinical trials*, *emphysema research*, and *new COPD treatments*
- High-visibility placement for mobile searchers looking for care resources

- **Landing Page Optimization**

- A streamlined COPD pre-screener funnel to identify likely-eligible candidates within seconds
- Clear trial overview, benefits, and clinic location details for convenience

Result: Strong and consistent lead flow — 67% of randomized participants originated from digital channels.

Leveraging ImageBloom's Patient Database

ImageBloom activated its proprietary database containing tens of thousands of research-engaged U.S. patients.

- Segmented lists targeting individuals with COPD diagnoses, smoking history, and age fit
- Email nurture campaigns with educational messaging
- Direct SMS outreach to high-intent contacts near site locations

This approach re-engaged previously screened patients and reduced recruitment costs, supplying 22% of randomized participants.

Dedicated Call Center & Pre-Qualification Support

ImageBloom's experienced call center acted as the bridge between interested patients and study sites.

- Live agents engaged leads within minutes of submission
- Detailed COPD-focused pre-screening including spirometry eligibility questions
- Scheduling and follow-through to ensure booked visits converted into screening visits

Because COPD patients often require additional help navigating logistics, call center support significantly reduced screen-fail and no-show rates across all sites.

Outcomes & Impact

METRIC	RESULT
Patients Enrolled	19
Enrollment Timeline	Completed ahead of schedule
Top Recruiting Channels	Digital Ads + ImageBloom Database
Screen-to-Randomization Conversion	Improved through call center support

Beyond hitting enrollment goals, the campaign helped clinical sites expand relationships with local patient communities and positioned them to enroll faster in future respiratory trials.

Why It Worked

ImageBloom's recruitment model thrives on precision targeting, engaging patient communication, and hands-on support that meets patients where they are — digitally and personally. By combining scalable advertising with personalized human follow-up, the recruitment team delivered efficient enrollment in a condition with historically high screen-fail rates.