CASE STUDY:

Successful Patient Enrollment for a Graves' Disease Clinical Trial

Client Overview

Sponsor: Confidential Global Pharmaceutical Company

CRO Partner: Confidential CRO

Recruitment Partner: ImageBloom, Inc.

Trial Type: Phase III, Randomized, Placebo-Controlled

Condition: Graves' Disease

Sites Enrolled: 9 U.S. Clinical Trial Sites

Target Demographic: Adults (18–65), newly diagnosed with hyperthyroidism related to Graves' Disease

Study Duration: 16 weeks (recruitment phase)

Challenge

Graves' Disease is a rare autoimmune disorder affecting approximately 1 in 200 Americans, with high prevalence among women aged 30–50. Recruiting newly diagnosed participants within a tight eligibility window presented logistical and awareness-related challenges.

Additionally, certain sites were located in areas with high Hispanic populations where language barriers and cultural considerations often impacted patient engagement and trial awareness.

Goals

- Enroll **target number of patients** across 9 geographically diverse U.S. sites within 16 weeks.

- Utilize **multichannel digital marketing** and **site support** to drive qualified patient referrals.

- Implement and evaluate **Spanish-language ads** in select markets.

- Optimize cost-per-randomization across all locations.

ImageBloom's Strategy

1. Multichannel Digital Campaigns

Platforms Utilized

1. **Facebook & Instagram Ads**
   - Targeted by zip code, age, gender, language, and health interest groups

2. **Google Search Ads**
   - Branded and non-branded keyword campaigns focused on symptom terms (e.g., "overactive thyroid," "Graves' Disease diagnosis")

3. **Programmatic Display Ads**
   - Geo-targeted banners placed on health and wellness websites

4. **Landing Pages:**
   - Custom pre-screening forms hosted on *MyLocalStudy.com* with condition-specific copy and imagery.
   - English & Spanish versions tailored for bilingual accessibility.

2. Spanish-Language Campaigns

Targeted efforts were deployed in **high-Hispanic population DMAs** (Designated Market Areas), including:

- **Miami, FL**
- **San Antonio, TX**
- **Los Angeles, CA**

Key Components:

- Spanish-language ad creatives (approved by IRB)
- Native-speaking copywriters
- Dual-language landing pages with geolocation auto-switch
- Culturally sensitive phrasing (e.g., using "hipertiroidismo" and "enfermedad de Graves" correctly in context)

3. Site Enablement

- Weekly performance reports with lead quality insights
- CRM access for real-time lead tracking
- 1:1 support for underperforming sites
- Phone screening support via bilingual agents (optional for sites)

Results

METRIC	TOTAL
Participating Sites	9
Total Leads Generated	568
Pre-screened Qualified Leads	138
Randomized Participants	41
Recruitment Timeline	14 weeks

Impact of Spanish Ads

LOCATION	LEADS FROM SPANISH ADS	RANDOMIZATIONS
Miami, FL	212	9
San Antonio, TX	167	6
Los Angeles, CA	138	7

Key Insights:

- Spanish-language campaigns accounted for **53% of total randomizations.**
- Leads from Spanish ads had a **30% higher pre-screening pass rate.**
- Spanish-speaking participants were **highly motivated** and more responsive to follow-ups.

Conclusion

ImageBloom's culturally adaptive, performance-driven recruitment strategy enabled the successful and early completion of patient enrollment for a complex Graves' Disease clinical trial. Through tailored messaging, strategic platform deployment, and Spanish-language support, ImageBloom not only met but exceeded expectations—delivering both reach and relevance to underserved populations.

Want Results Like These?
Let ImageBloom help you reach and enroll diverse, engaged patients for your next clinical trial.