

CASE STUDY:

Hypertension Clinical Trial Enrollment Success



Overview

A Phase II U.S. clinical trial evaluated an investigational therapy for individuals diagnosed with hypertension. The study required rapid enrollment of a small but highly specific patient population over a limited timeframe.

Goal: Enroll 9 qualified participants

Sites: 2 U.S. clinical research centers

Recruitment Timeline: 8 weeks

Target Population: Adults 35–70 with physician-diagnosed hypertension

Objectives

1. Identify and engage hypertensive patients within defined geographic radius around two research centers.
2. Drive prescreeners and referrals directly to participating sites.
3. Reach individuals who may not be actively searching for clinical trial opportunities.



Recruitment Strategy

A multi-channel digital advertising approach was implemented to capture both active health information seekers and passive audiences demonstrating clinical relevance:

YouTube Campaigns

- Video ads placed in health-related viewing content
- Geo-fenced around each site location
- Result: High engagement time and strong click-through rates from users 45+

Meta + Instagram

- Static and short-form video creative
- Lookalike audiences from patient interest + demographic profiles
- Lead generation forms enabled direct referral to sites
- Result: Majority of randomized participants originated from Meta leads

Reddit

- Targeted placements in hypertension, health, lifestyle, and men's wellness communities
- Result: Efficient cost-per-lead and increased male patient engagement



Creative Approach

Messaging focused on:

- Empowering individuals to take control of their blood pressure
- Highlighting local study access and qualified medical oversight
- Low-friction call-to-action for prescreening

Visuals featured diverse adults in relatable real-life settings—avoiding medicalized imagery to reduce participation stigma.

Outcomes & Impact

METRIC	RESULT
Enrollment Goal	9 participants enrolled
Sites Supported	2 U.S. sites
Prescreeners	145 total submissions
Qualified Leads	27 referred to sites
Randomized Participants	9 (100% of goal)

Additional qualitative outcomes:

- Increased brand awareness for clinical sites within local hypertension communities
- Improved site readiness and referral workflows through close recruitment support

Key Success Drivers

- Precision geo-targeting minimized wasted impressions
- Multi-platform strategy captured both active and passive candidates
- High-touch follow-up with sites ensured lead conversion to screening
- Strong creative relevance drove trust and action

Conclusion

Through optimized digital recruitment, the study met its full enrollment goal within the required timeframe. The campaign demonstrated that even small-volume hypertension trials can benefit from modern advertising strategies that reach patients where they already spend time online.