

CASE STUDY:

Nationwide Recruitment Success for NASH/MASH Clinical Trial



Client Objective

A leading pharmaceutical sponsor partnered with **ImageBloom, Inc.**, a women-owned and women-operated patient recruitment company, to accelerate enrollment for a **nonalcoholic steatohepatitis (NASH/MASH)** clinical trial. The goal was to enroll qualified participants across multiple U.S. sites in a short timeframe, supporting the sponsor's urgent need for patient data to advance their investigational treatment.

Challenge

Recruiting patients with NASH/MASH presents unique challenges:

- The condition is often underdiagnosed, requiring precise targeting to reach potential participants.
- Many eligible individuals are asymptomatic or unaware of their diagnosis.
- Competing studies and stringent inclusion criteria made timely enrollment difficult.

The sponsor required a partner capable of **national reach, strategic precision,** and **rapid execution**—all within a five-month enrollment window.





Solution

Leveraging ImageBloom's 2.5 Million-Patient Database

ImageBloom deployed its proprietary **database of over 2.5 million potential research participants** to identify individuals with risk factors or diagnoses associated with NASH/MASH. Using a combination of:

- Historical engagement data,
- Targeted email and SMS outreach, and
- Predictive modeling based on comorbidities (e.g., obesity, type 2 diabetes, metabolic syndrome)

ImageBloom efficiently reached high-probability candidates across the country.

Experienced In-House Call Center

Our **dedicated call center team**, trained in clinical research communications, played a pivotal role in prescreening, qualifying, and scheduling participants. The team ensured:

- Compassionate, patient-centered communication,
- Consistent follow-up to reduce attrition, and
- Seamless handoffs to participating research sites.

This personalized approach increased conversion rates and site engagement.

Execution

The recruitment strategy included:

- Nationwide **digital media campaigns** (social, search, and display) targeting adults aged 35–70 with relevant risk profiles.
- **Database-driven email campaigns** customized for engagement history and medical attributes.
- **Call center outreach** to verify interest, eligibility, and readiness to participate.
- **Weekly performance monitoring**, enabling real-time optimization of audience targeting and messaging.





Results

In just 5 months, ImageBloom successfully enrolled 71 qualified participants across multiple U.S. research sites—surpassing the sponsor’s expectations and achieving full enrollment ahead of schedule.

Key Outcomes

- 71 patients enrolled nationwide
- 5-month enrollment window met
- 100% of target enrollment achieved
- High screen-to-enroll conversion rate through coordinated call center engagement

Conclusion

Through data-driven targeting, experienced patient engagement, and agile campaign management, ImageBloom demonstrated the power of combining **technology and human connection** to deliver results.

This case reinforces ImageBloom’s position as a **trusted partner in patient recruitment**, capable of meeting complex enrollment goals for challenging therapeutic areas like NASH/MASH—on time and within budget.



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