CASE STUDY:

Multi–Site Recruitment Success for Adults With Substance Use Disorder

Client Overview

A large U.S. site network partnered with **ImageBloom, Inc.** to accelerate enrollment for a clinical research study evaluating adults with **alcohol, tobacco, or opioid use disorders**. With 11 enrolling locations across multiple states, the network sought a centralized, performance-driven recruitment strategy to meet an aggressive enrollment requirement.

Study Overview

- **Condition:** Substance Use Disorder (Alcohol, Tobacco, Opioids)
- **Population:** Adults (18+)
- **Sites:** 11 research locations
- **Recruitment Goal:** 34 qualified participants
- **Study Duration:** Rolling enrollment

The primary challenge was locating high-intent individuals with diverse substance use backgrounds while ensuring pre-screened referrals were consistent across all locations.

ImageBloom's Strategy

1. Multi-Channel Digital Recruitment Campaign

ImageBloom deployed a coordinated media plan to maximize reach across high-yield platforms:

- **Meta (Facebook & Instagram):** Broad interest targeting, behavioral lookalike models, and retargeting of engaged users.
- **Google Search & Display:** High-intent keyword-based campaigns capturing individuals actively seeking treatment resources or research opportunities.
- **Programmatic Advertising:** Geo-targeted placements around each site to reach local communities engaging with health and addiction-related content.
- **YouTube Video Ads:** Short-format messaging designed to normalize research participation and drive trust.
- **TikTok Ads:** A/B-tested creative focused on younger adult demographics and harm-reduction messaging.

Ad creative emphasized anonymity, compensation (when applicable), and the value of contributing to improved treatment options.

2. ImageBloom Volunteer Database

ImageBloom leveraged its growing, permission-based database of research-interested individuals to accelerate early enrollment:

- Geo-filtered outreach to potential participants within 30 miles of any of the 11 sites
- Behavioral tagging to prioritize individuals previously engaged with mental health, addiction, or pain-related studies
- Multi-touch nurturing (email + text) to increase show rates and convert previously disengaged leads

This warm-audience engagement delivered some of the earliest enrollments and helped stabilize site referral flow.

3. Call Center Screening & Scheduling

ImageBloom's in-house, HIPAA-compliant call center served as the hub for lead management:

- **Rapid response:** All inbound leads were contacted within minutes to reduce drop-off.
- **Scripted prescreen:** Agents with behavioral health experience conducted standardized initial screening to ensure protocol alignment.
- **Site scheduling:** Qualified participants were booked directly into site calendars, minimizing site burden and ensuring continuity.
- **Lead recovery:** Follow-up cycles and re-engagement protocols salvaged leads who initially paused or missed appointments.

This human touch significantly improved conversion quality across the 11-site network.

Results

Enrollment Goal Achieved: 34 Participants

ImageBloom met the full enrollment requirement across all locations.

Key Outcomes

- **High screening-to-randomization quality** due to centralized prescreening
- **Reduced site workload** with call center handling all early qualification
- **Consistent referral flow** across all 11 locations
- **Cost-efficient digital acquisition** using optimized multi-channel performance media
- **Fast launch** with ads live and database outreach deployed within days

Top-Performing Channels

1. **Meta (Facebook & Instagram)** – highest overall lead volume
2. **Google Search** – highest intent & best conversion rate
3. **ImageBloom Database** – lowest cost-per-randomized participant
4. **Call Center Follow-Up** – strongest contributor to appointment show-rates

Conclusion

The success of this campaign highlights ImageBloom's expertise in delivering high-quality referrals for challenging therapeutic areas such as substance use disorder. Through its proprietary recruitment ecosystem—digital media, first-party database activation, and robust call center support—ImageBloom met the study's goal of **34 enrolled participants** across **11 geographically diverse sites**.

ImageBloom's coordinated, data-driven approach ensured fast enrollment, minimized site burden, and delivered a reliable model for future behavioral health and addiction-related trials.

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