



CASE STUDY

Dermatology · Patient Recruitment

ACNE STUDY · 23 U.S. RESEARCH SITES

FULL ENROLLMENT. 20 DAYS EARLY.

How ImageBloom enrolled 82 of 82 patients across 23 sites by pairing patient-tested messaging with owned communities, paid social, and recruitment technology.



82 / 82
patients
enrolled

20

days ahead of
schedule

23

U.S. research
sites supported

5

recruitment
channels

THE CHALLENGE



National scale

82 patients across 23 sites, each with its own market, staff, and screening capacity.



Two audiences

Teens are reached through their parents. Adults respond to different messages and platforms.



Easy to overlook

Many people live with acne for years and never think of it as a reason to join a study.

BUILT WITH PATIENTS

Before a single ad ran, our own focus groups shaped the campaign's core messages, language, and imagery.



PARENTS OF TEENS

Parents of teens struggling with acne helped us find a tone and imagery that speak to the family decision.



ADULTS WITH ACNE

Adults told us which language felt authentic and which felt clinical or dismissive.

Every core message was audience-validated before launch.

REACHING PATIENTS WHERE THEY ARE

OWNED COMMUNITIES



3M VOLUNTEER COMMUNITY

Opted-in volunteers near each site.



PARENT COMMUNITY GROUP

Our own Meta group for parents.

PAID + SOCIAL



PAID META ADS

Geo-targeted around all 23 sites.



TIKTOK

Native, conversational content for adults.



REDDIT

Skin-care and acne community threads.

FROM FIRST CLICK TO ENROLLMENT

1

Lead comes in

From any channel into the portal



2

Instant AI contact

Immediate outreach



3

AI pre-screen

First-round questions, no site time



4

Site referral

Warm leads sent to sites



5

Enrolled

82 of 82 patients



PARTICIPANT PORTAL Every site and lead status tracked across all five steps, with real-time, PHI-blinded access for the sponsor and CRO.

AHEAD OF SCHEDULE

20 DAYS EARLY



WHY IT WORKED

01

Audience-tested creative

Focus groups shaped every message.

02

Owned reach, paid scale

Owned channels started fast; paid scaled.

03

Shared visibility

One PHI-blinded view of every site and lead.

04

Speed to contact

Instant AI outreach sent sites warmer referrals.

LET'S FILL YOUR NEXT STUDY.

Patient-tested messaging, owned patient communities, and technology that keeps every stakeholder informed.

imagebloom.com

