

FILLING A PEDIATRIC ALOPECIA AREATA STUDY IN 7 MONTHS

How a parent-first recruitment strategy enrolled 37 teens across 9 US research sites.

THE RESULTS

37/37

patients enrolled — 100%
of goal

7

months to full enrollment

9

US research sites

12-18

age range of teen
participants

THE CHALLENGE

In a pediatric study, the patient isn't the decision-maker — the parent is. Recruitment had to earn a parent's trust before a teen ever reached a site.

- **Parents need more than an ad.** Hair loss hits teens hard, and parents weigh a trial against their child's wellbeing, school, and time.
- **Families, not minors.** Messaging had to speak to parents rather than target teens directly.
- **Nine sites, one goal.** Every lead had to be routed, contacted, and tracked without losing momentum.

OUR APPROACH

We built the campaign in three layers: understand parents, reach them where they already are, and act on every lead the moment it arrives.

01 UNDERSTAND: PARENT-TESTED MESSAGING

Parent focus group. Before launch, we tested concepts with our own focus group of parents of teens with AA. Their feedback shaped the messages, imagery, and motivations we led with.

02 REACH: MEET PARENTS WHERE THEY ARE

Parent community group

Study content placed in our owned parent community, where families already talk about AA.

3M+ patient database

We tapped more than 3 million opted-in volunteers already interested in clinical research.

Geotargeted paid social

Ads around all 9 sites, layered with behavioral and interest targeting to find the right parents.

Reddit

Study content in parent newsfeeds around AA, where parents research and ask questions.

03 CONVERT: SPEED AND OVERSIGHT

AI Coordinator

Every lead contacted immediately and pre-screened while interest was highest, so none went cold.

Sponsor-visibility tech

One PHI-blinded view of every lead across all 9 sites, so bottlenecks were caught and fixed fast.

WHY IT WORKED

- **Parent-first.** Messaging built with real parents earned the decision-makers' trust.
- **Owned audiences.** Our community and database reached families beyond paid media.
- **Precision media.** Spend stayed focused tightly around all 9 sites.
- **Speed to contact.** No lead waited — interest became screening instantly.
- **Full visibility.** Real-time oversight of lead progress at every site.

About ImageBloom

ImageBloom is a clinical trial patient recruitment and healthcare marketing company serving pharma sponsors, CROs, and research sites.

Have a pediatric or hard-to-enroll study? Let's talk.

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