

# CASE STUDY

## GUIDED RECRUITMENT

### Overactive Bladder Recruitment Success

## BACKGROUND

SubjectWell onboarded an overactive bladder study, delivering 21 referrals within the first week of patient recruitment efforts. Thanks to strong referral volume and a steady uptick of randomizations, the sponsor opted to extend the contract for an additional 60 randomizations. After that contract extension, SubjectWell brought in such a high volume of referrals that the Sponsor team agreed to cover 5 more randomizations, which were fulfilled. In the end, after a year of steady recruitment, SubjectWell made a significant contribution to the sponsor's total enrollment, ultimately helping reach the planned LPI date.

### STUDY: Oral Medication for the Treatment of Overactive Bladder Due to Enlarged Prostate

Phase and Status	Phase III
Contract	Initial contract for 40, extended for 60 additional randomizations, with 5 extra randomizations delivered.
Recruiting Timeline	12 months
Referrals	2,184
Randomizations	105



One Contract Extension for  
150% More Randomizations



45% of Referrals were  
Patients of Color



Delivered 10% of all  
Randomizations

SubjectWell empowers the largest direct patient access marketplace, connecting patients with relevant clinical trials and market-ready treatments. With the largest patient reach and tens of millions of patients in our marketplace, coupled with flexible recruitment campaigns, SubjectWell supports your study design for any therapeutic area across the globe.