

CASE STUDY RECRUITMENT AGENCY

Global Patient Recruitment Program for a Rare Kidney Disease

BACKGROUND

A top 10 pharmaceutical company partnered with SubjectWell to provide a global patient recruitment program for their rare disease, phase III Autosomal Dominant Polycystic Kidney Disease (ADPKD) clinical study. SubjectWell designed a digital patient recruitment solution, providing localized outreach in multiple countries, addressing complex global data privacy requirements, and ultimately driving high impact enrollment results.

Challenges

- Enroll a significant number of patients in a low prevalence condition (42.6 per 100,000 population)
- Provide localized outreach in multiple countries
- Address complex global data privacy requirements

Action

Strategy

SubjectWell worked with the sponsor to determine which countries would produce high impact enrollment results, based on:

- Previous experience with successful programs in country
- Existing relationships with local partners (e.g. in both Europe and Japan)
- Ability to meet key data privacy regulations and SubjectWell's certifications and compliance programs; APEC Processor, GDPR, EU/US PrivacyShield
- Ability to leverage digital recruitment investment across a large population (e.g. adding Austro-Bavarian population of ~7 million to German program)

Tactics

SubjectWell developed a multi-channel digital outreach strategy for US, Japan, Germany, and Austria in native languages, composed of:

- **Creative:** Website, online pre-screener, and ads
- **Digital Outreach:** Search, social, society outreach (PKD Foundation | National Kidney Foundation), and SubjectWell's Direct Connect
- **Personnel:** Global call center, site recruitment support, and local country partners
- **Technology:** Compliant backend data capture under local data privacy laws and data distribution to the sites under regulatory guidelines

Recruitment Results

4000+
Patient
Inquiries

520+
Pre-Screened
Patients

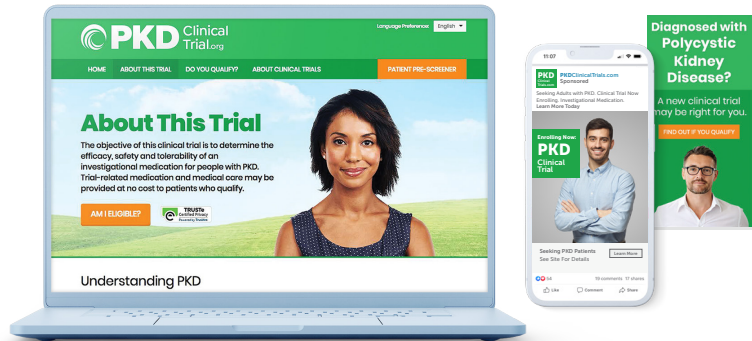
4%+
Pre-Screened to
Randomized

22
Randomizations
(>20% of
Enrollment
Target)

RESULTS BY COUNTRY

USA

46,707 Visits
3,355 Inquiries 7% conversion (website)
447 Pre-screened (Online) 13% conversion (online screener)
37 Appointments
28 Consented 6% conversion
15 Randomized 46% Screen Fail Rate



JAPAN

32,833 Visits
441 Inquiries 1% conversion (website)
46 Pre-screened (Online) 10% conversion (online screener)
11 Appointments
6 Consented 13% conversion
5 Randomized 17% Screen Fail Rate



GERMANY

13,800 Visits
276 Inquiries 2% conversion (website)
36 Pre-screened (Online) 13% conversion (online screener)
9 Appointments
5 Consented 14% conversion
2 Randomized 60% Screen Fail Rate

