

# CASE STUDY RECRUITMENT AGENCY

## Global Type 2 Diabetes Program



### Challenges

A top 5 pharma company had specific and severe recruitment needs for a global phase III type 2 diabetes program, featuring multiple protocols, many of which required concurrent kidney disease.

### Action

SubjectWell partnered with the sponsor and **over 200 global sites** - preparing and executing a recruitment campaign focused on **multi-channel digital promotion across social media, search engines, website networks, online communities, and mobile platforms.**

SubjectWell utilized a program approach, building a diabetes platform website and leveraging a patient tracking system to **screen patients across multiple trials and refer them based on the I/E criteria for the entire program.** This approach leveraged services like geographic outreach targeting, country-compliant websites, automated pre- and cross-screening, site collateral, local translations, and rapid-response call centers in **six countries across four continents: US, Canada, Australia, Brazil, Mexico, and China.**

To optimize the referral process for every single patient, SubjectWell leveraged our call center, site recruitment support specialists, and Performance Portal™ for patient tracking and management.

### Results

In less than a year, SubjectWell pre-screened over 12,000 patients resulting in 201 randomizations. **By cross-screening across multiple US trials, pre-screened patient cost was reduced by 34%\***. Pleased with the results, the sponsor awarded SubjectWell additional programs in other therapeutic areas.

\*Based off relative online screener pass rates of 8.3% for one trial alone vs. 12.6% with multiple trials.

### Key Results

**12,000+**  
online  
pre-screened  
patients

**735**  
pre-screened  
patient  
appointments

**201**  
randomizations  
in less than  
12 months

**12%**  
of all  
randomizations  
for key US study

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.