

# CASE STUDY DIRECT CONNECT

## Cardiovascular Recruitment Success

### BACKGROUND

PatientCentra, a patient recruitment ad agency, partnered with SubjectWell to help drive recruitment for a top 5 pharma study that required patients with a prior cardiovascular disease (like myocardial infarction, stroke, and peripheral arterial disease) who also used high-intensity statins. SubjectWell provided PatientCentra with an additional, complementary source of patient traffic through Direct Connect, on top of their in-house advertising via search and social media. With Direct Connect, SubjectWell provided unique, high-quality traffic from our database of over 14 million pre-qualified patients. While the cost-per-click (CPC) was higher than in-house advertising, the motivated patients from SubjectWell's marketplace translated into lower costs per lead (CPL), pre-screened patient, and randomization. Ultimately, PatientCentra chose to focus their in-house efforts on the higher quality Direct Connect traffic, reaching their recruitment goal with 118 consented patients in just three months.

### RESULTS

At One Month								
Channel	Clicks	CPC	Leads	CPL	Pre-Screened Leads	Cost-per-Pre-Screened Lead	Rands	Cost-per-Rand
Social	4,958	\$4.70	239	\$97	36	\$647	0	N/A
Search	7,343	\$2.25	244	\$68	19	\$869	0	N/A
<b>Direct Connect</b>	<b>17,336</b>	<b>\$8.75</b>	<b>4,071</b>	<b>\$37</b>	<b>787</b>	<b>\$193</b>	<b>20</b>	<b>\$7,585</b>



17x More Likely to  
Convert Clicks Into Leads<sup>†</sup>



78% Lower Cost-per-  
Pre-Screened-Lead<sup>†</sup>



Delivered 93% of  
Pre-Screened Leads

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.

<sup>†</sup> compared to in-house search