

CASE STUDY

GUIDED RECRUITMENT

Nonalcoholic Steatohepatitis (NASH) Recruitment Success

SubjectWell onboarded a NASH study which had study-specific advertising running on traditional and digital media linked to customized landing pages through multiple recruiting vendors. The existing campaigns had run up the recruiting budget over \$200,000, resulting in only 2 randomizations. SubjectWell was brought in as a rescue partner and randomized 67 patients in significantly less time and for a fraction of the money in comparison. The CRO terminated the other recruiting vendors after SubjectWell's success with the initial contract.

STUDY: Treatment of Liver Fibrosis in Adult Subjects with NASH

Phase and Status	Phase III – Rescue
Contract	Contract was extended to 10, 25, 50, and finally 75 total randomizations.
Recruiting Timeline	6 Months
Referrals	4,612
Randomizations	67



Extended Contract
Four Times



Delivered 67 Randomizations
in Seven Months



Brought in LPI
by 3-4 Months

Compared to the pace of site recruiting

SubjectWell has successfully recruited for over 30 NASH clinical trials to date. SubjectWell's unique patient access marketplace lends itself to the recruitment of a patient population with a silent disease.

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.