

Efficient Enrollment Rescue

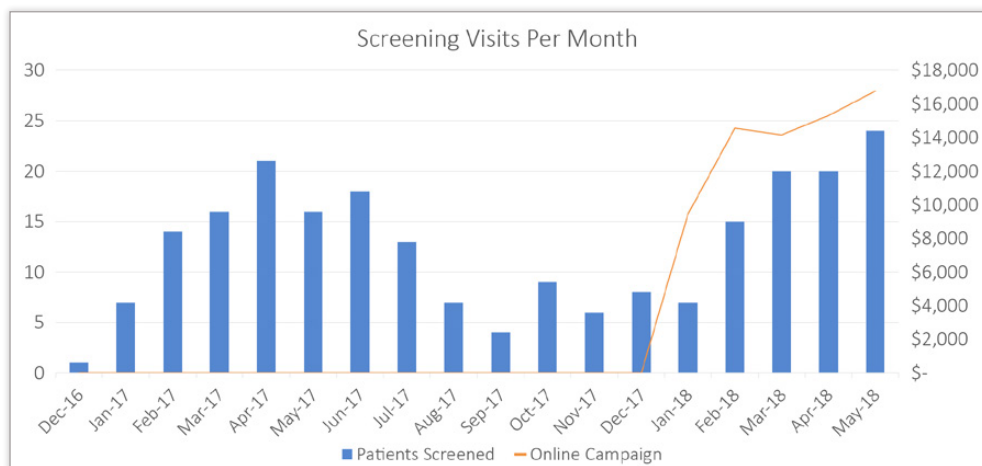
Meeting tight recruitment deadlines

Merge is a nimble clinical trial communications agency, ideally suited for study rescue programs. When a large CRO asked us to assist with a gout study, we got to work immediately. Recruitment had lagged for the last 5 out of 12 months, and the study was not going to meet its mandated deadline for recruitment. When the client called Merge, we faced a serious challenge: Develop a campaign, launch it, and reach the study's enrollment goals in under 6 months!



Smart solutions, rapid deployment

After we adapted and repurposed the existing messaging, Merge launched an online advertising campaign using paid search, YouTube, Facebook ads and video, and online health networks. Over the course of the 5-month campaign, the study overview video was viewed 2,607 times, and we delivered 2,623 page views



of the gout study clinic listings. Monthly screening visits more than doubled in the first month, and enrollment rates increased by 1.5 times over pre-campaign levels! Study enrollment closed right on time—5 months earlier than if the Merge campaign had not been implemented.

KEY STATS

Expected timelines reduced by 5 months

ENROLLMENT EXPECTATIONS EXCEEDED:

- Monthly screening jumped from 10.8 pre-campaign to 17.2 during campaign
- Enrollment rate increased by 1.5x during the 5-month campaign
- 70% of clicks to clinic listing page originated from Google & Bing Search
- Delivered 6,000,000 impressions and 55,000 clicks for only \$70,000 in media