



70 Walnut Street Suite 102
Wellesley, MA 02481
toll-free: 888.623.4443
t: 781.235.0999 · f: 781.235.0929
www.mdconnectinc.com

CASE STUDY #6 – Clinical Trial Patient Recruitment

Background:

A nationwide (US) clinical trial for a novel chronic pain treatment with investigator sites in 23 locations (from rural areas to large metro centers) was having difficulty efficiently recruiting patients into their study. They had spent over \$160,000 on a variety of advertising tactics including print, TV, radio and online advertising and were spending (on average) more than \$270 to drive a patient ‘referral’ (an interested patient driven to the clinical trial website, who also successfully completed a 14 question survey seeing if they meet key study inclusion criteria). MD Connect was brought in to take over management of all online advertising activities.

Execution:

As part of their effort, MD Connect implemented the following online marketing initiatives:

- Search marketing campaigns created on all major search engines (Google, Yahoo, MSN/Bing)
 - Leveraged unique ‘4-tier’ keyword selection and stratification process
- Display, contextual & retargeting advertising campaigns created for demographically, geographically and condition targeted audiences on major display networks (~80% coverage) and Facebook
- Integration of multiple advanced tracking metrics including detailed lead and referral tracking (tracked by media source, keyword)
- Ongoing program analysis and optimization targeting cost-per-referral reductions

Results:

In just the first three months, the client saw significant program improvements:

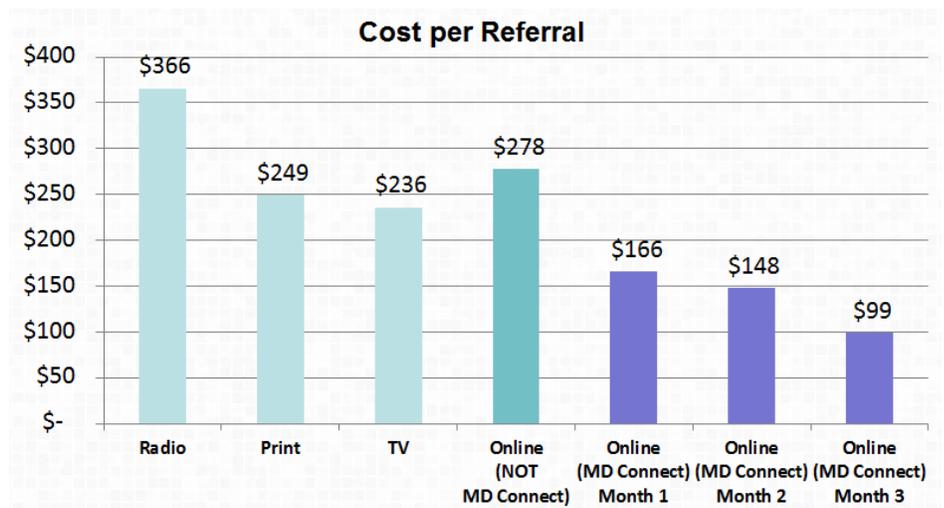
Immediate impact:

- ~40% cost reduction

Ongoing impact (over 3 months):

- Further 40% cost reduction
- **64% total cost reduction**

Based on results, the client has significantly increased the proportion of advertising budget allotted to online media.



“We’ve worked with MD Connect on multiple clinical trial programs and consistently see their ability to manage online spend efficiently, thus helping clients to reduce their overall advertising spend.”

- Bill Speranza, Principal, Galen Patient Recruitment