

CASE STUDY · CLINICAL TRIAL RECRUITMENT

Filling Two Concurrent Phase 3 Trials: On Time, at Scale

Social Anxiety Disorder · Phase 3 · Dual Concurrent Trials · Multi-Site U.S. Program · Dec 2024 – Dec 2025

5,502

QUALIFIED REFERRALS
DELIVERED

132M+

AD IMPRESSIONS

\$159.86

COST PER QUALIFIED
REFERRAL

2

PHASE 3 TRIALS
RECRUITED ON TIME

EXECUTIVE SUMMARY

A late clinical-stage biopharmaceutical company needed to fill two concurrent Phase 3 trials for a novel investigational compound targeting Social Anxiety Disorder, spanning dozens of U.S. sites and subject to firm enrollment deadlines. Concerned that traditional CRO-based recruitment alone might not deliver the referral volume and pace required, they engaged StudySignal to build and operate a complementary digital recruitment program from the ground up.

Over 12 months, StudySignal deployed a precision multi-platform digital campaign, supported by a purpose-built patient recruitment website and a protocol-aligned pre-screening system, that delivered **5,502 qualified referrals at \$159.86 per referral**. Both trials enrolled on time. The client had initially implemented an additional nurse-led screening step alongside the digital pipeline, and removed it mid-campaign after finding that StudySignal's referrals were arriving well enough qualified that the extra layer was slowing enrollment down.

THE CHALLENGE

A Difficult Patient Population. A Multi-Site Program. Firm Deadlines.

Recruiting patients with Social Anxiety Disorder presents challenges that traditional methods are poorly equipped to solve. SAD is significantly underdiagnosed. Many people experiencing its symptoms have never received a formal diagnosis and are unlikely to be reachable through physician referral networks. By the nature of the condition itself, patients are also less likely to respond to outreach that requires social engagement, making phone calls and community-based recruitment ineffective for much of this population.

At the same time, the client was running two trials simultaneously across a dispersed network of U.S. sites, each requiring its own localized patient pipeline. With firm enrollment deadlines and a CRO effort already underway, there was concern that traditional recruitment alone would not generate the referral volume and pace needed to fill both trials on time and within budget.

HARD-TO-REACH POPULATION

SAD patients are less likely to engage with traditional outreach, making digital the more effective channel: private, on-demand, and on the patient's own terms.

ENROLLMENT PACE RISK

Two concurrent trials with firm deadlines and concern that CRO-only efforts would not deliver sufficient referral volume in time.

GEOGRAPHIC COMPLEXITY

Dozens of sites across the U.S., each requiring localized outreach calibrated to realistic patient travel distances.

SITE BURDEN

Clinical sites needed pre-qualified leads, not raw inquiries, to protect staff capacity and keep screening timelines on track.

CAMPAIGN OVERVIEW & APPROACH

An End-to-End Digital Recruitment Program, Built for This Study

StudySignal designed and operated every component of the digital recruitment program, from IRB submission through final referral delivery, as a single integrated system tailored to the specific demands of this trial population and site network.

01

IRB-Compliant Creative & Website Development

StudySignal built a dedicated patient recruitment website from scratch and produced all ad creative (static and video), working alongside the client through full IRB review and approval before any element went live. Creative content was developed specifically to resonate with SAD patients, depicting the social situations that cause the most distress: public speaking, workplace interactions, social gatherings, and everyday encounters.

02

Precision Multi-Platform Targeting

Campaigns ran across Google Search and Display, Reddit, Meta, and TikTok, with targeting built around behavioral signals, interest categories, and keyword intent relevant to the SAD population. Each trial site was geotargeted with a calibrated radius (typically 150 miles, adjusted per site) ensuring spend was concentrated where patients could realistically travel to participate.

03

Patient Acquisition Website & Eligibility Pre-Screening

The recruitment website educated visitors about the condition and the trial, then guided them through a protocol-aligned eligibility screener developed in collaboration with the client. Only those who passed were counted as referrals and passed to clinical sites, arriving pre-qualified and ready for follow-up. A built-in site finder allowed qualified candidates to identify and contact the nearest trial location by zip code.

04

HIPAA-Compliant Integrated Control Room & Dynamic Optimization

All referral data flowed through StudySignal's Integrated Control Room, providing real-time pipeline visibility, automated site distribution, and dashboard access for sponsors and site teams. Budget and targeting were continuously optimized based on performance, and as the first trial neared full enrollment, resources were dynamically reallocated to support the second.

RESULTS

The Numbers

12 months of active operations across two concurrent Phase 3 trials.

5,502 QUALIFIED REFERRALS DELIVERED	132.5M TOTAL AD IMPRESSIONS	802K WEBSITE VISITORS
1.19M TOTAL CLICKS	112,756 TOTAL LEADS GENERATED	\$159.86 COST PER QUALIFIED REFERRAL

Traffic Source Mix

52%

GOOGLE

Search & Display targeting active intent and condition-relevant audiences.

38%

REDDIT

Community-level targeting within mental health and anxiety-adjacent communities.

10%

META

Interest and behavioral targeting with lookalike audience modeling.

CONCLUSION

On Time. Pre-Qualified. Lower Cost.

StudySignal's digital recruitment program delivered what the client needed most: a reliable, high-volume pipeline of pre-qualified candidates that kept both trials on track without overwhelming site staff with unvetted inquiries.

Both Trials Enrolled On Time

The digital pipeline provided the referral volume and pace needed to meet enrollment deadlines across both concurrent Phase 3 trials.

Significant Cost Efficiency

At \$159.86 per qualified referral, StudySignal delivered a high-quality patient pipeline at a fraction of typical traditional recruitment costs.

Pre-Qualified Warm Referrals

Every referral passed through a protocol-aligned screener before reaching a clinical site, reducing staff burden and accelerating the path to scheduled screenings.

Referral Quality Validated by the Client

The client had initially implemented an additional nurse-led screening step alongside the digital pipeline, and removed it mid-campaign after finding that StudySignal's referrals were arriving well enough qualified that the extra layer was slowing enrollment down.

"The client ran an additional nurse-led screening step alongside the digital pipeline at the outset, and removed it mid-campaign after determining that StudySignal's referrals were arriving well enough qualified that the extra layer was creating unnecessary delay."

Ready to Accelerate Your Trial Enrollment?

See how StudySignal can build a precision digital recruitment program for your next study.

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