

# Pain Management Recruitment Case Study

How strategic digital advertising generated 2,884 qualified referrals, exceeding recruitment goals by 14%.



# Recruitment Excellence Across a Diverse Suite of Surgical Protocols

A leading pharmaceutical company partnered with Stark Raving Health to support a suite of clinical trials for a novel non-opioid post-surgical pain medication. The program encompassed multiple Phase III trials, each designed to evaluate the drug's efficacy across different surgical procedures and patient populations. This multi-trial approach required a sophisticated recruitment and media strategy that could adapt to varying protocols while maintaining consistency in messaging and participant experience.

Our mandate was to develop and implement a unified patient recruitment campaign that would accelerate enrollment across all studies simultaneously. Each trial within the suite had its own specific requirements, from minimally-invasive surgeries to cosmetic procedures, creating a complex matrix of eligibility criteria and recruitment targets. Success would depend on our ability to create a scalable advertising framework that could be customized for each trial's unique parameters while maintaining flexibility and operational efficiency.

What follows is the story of how our team transformed this complex multi-trial program into a streamlined recruitment powerhouse. Through innovative digital strategies, close collaboration with research sites, and careful attention to participant experience, we not only met but exceeded the client's enrollment targets across every trial in the program.

## 01. GOALS

# Deploying a Scalable Strategy Serving Multiple Protocols

### Establish Multi-Protocol Brand Cohesion

- + Develop a unique branded campaign adaptable across diverse surgical protocols
- + Craft powerful, unified messaging that resonates across protocols while highlighting each study's unique requirements
- + Create an efficient master brand strategy that scales across all protocols

### Create Flexible Media Infrastructure

- + Build an agile advertising campaign capable of dynamic resource allocation
- + Support varying enrollment needs across different surgery types and locations
- + Ensure optimal media dollar distribution throughout the campaign's life cycle

### Drive Site Engagement and Referral Efficiency

- + Establish streamlined processes for rapid referral evaluation
- + Implement systems for quick response and processing of referrals
- + Create efficient workflows to maximize site productivity and response times

### Monitor Protocol-Specific Performance

- + Implement comprehensive tracking systems for each surgery type
- + Enable continuous campaign optimization through data-driven adjustments
- + Maintain steady progress toward protocol-specific enrollment targets
- + Ensure overall program momentum through performance monitoring

# Protocol Roadmaps: Strategic Elements of Our Success

## Master Brand and Messaging Matrix

We constructed a comprehensive brand architecture that addressed the unique needs of each protocol. Our approach:

- + Developed core messaging pillars adaptable across all surgery types
- + Created procedure-specific language that addressed unique patient concerns
- + Established visual identity guidelines with flexibility for protocol customization

## Multi-Channel Geographic Segmentation

Our sophisticated media strategy aligned surgical protocols with site capabilities:

- + Mapped each procedure type to corresponding study sites by geographic region
- + Deployed custom digital campaigns within optimal radius of each qualified site
- + Allocated media investment based on protocol-specific enrollment targets
- + Implemented dynamic budgets between surgery types based on performance

## Referral Quality and Quota Management

We established systems to ensure high-quality referrals that met enrollment targets:

- + Created protocol-specific referral quality metrics and conversion benchmarks
- + Developed quota management to prevent overloading high-performing sites
- + Implemented weekly reporting dashboards tracking surgery-specific metrics
- + Established rapid communication channels for real-time referral feedback

## Site-by-Site Optimization Protocols

Our targeted approach to site performance:

- + Developed site-specific recruitment targets based on historical performance
- + Implemented biweekly reviews analyzing site-specific conversion data
- + Established collaborative problem-solving protocols for under performing sites

# Surpassing Enrollment Targets Through Strategic Optimization

## Enrollment Success

The campaign achieved over 600 enrolled patients against a projected “best case” target of 525, with a referral-to-enrollment conversion rate exceeding 6%. This success came despite mid-campaign adjustments to site availability and media allocation.

## Channel Performance

- + Programmatic advertising generated 70% of all patient referrals
- + Google search achieved 8.22% CTR, outperforming the healthcare industry benchmark of 3.27%
- + Mobile devices accounted for 94% of engaged sessions, informing our media optimization strategy

## Site Management

- + Successfully directed 75% of post-pause referrals to the five active sites
- + Maintained campaign momentum while 22 sites were strategically paused
- + Implemented wait list system capturing over 80 high-potential candidates

## Efficient Conversion

- + Processed 3,857 prescreener starts, converting 2,884 to qualified referrals
- + Achieved 217 scheduled visits with high enrollment potential

04. CONCLUSION

# Delivering Above-Target Enrollment Across All Protocols

Through comprehensive brand architecture and sophisticated targeting, we transformed a complex multi-protocol challenge into a streamlined recruitment accelerator. Our integrated approach – balancing protocol-specific needs with master brand consistency – didn't just meet enrollment targets, it exceeded them by over 14%.

The performance metrics validate our strategic framework: 70% of qualified referrals generated through programmatic advertising, CTRs significantly outperforming industry benchmarks, and exceptional conversion rates despite mid-campaign site adjustments. Most impressive was our ability to maintain momentum while redirecting 75% of referrals to remaining active sites when 22 locations were strategically paused.

This program demonstrates that when innovative recruitment strategy meets data-driven optimization, we can dramatically enhance clinical research efficiency. Our comprehensive approach has established a new method for multi-protocol management – one that balances customization with cohesion, flexibility with consistency, and site-specific support with program-wide momentum.

Impact at a Glance

- + Enrollment exceeded targets by 14% across all protocols
- + Site management maintained momentum despite pausing 22 locations
- + Accelerated timeline for this crucial non-opioid pain management therapy



“Our multi-protocol strategy was truly groundbreaking. By creating a flexible framework that balanced protocol-specific targeting with master brand consistency, we were able to shift resources dynamically as site needs evolved. The exceptional performance metrics – particularly our 8.22% CTR on search campaigns and the 70% referral generation through programmatic – validate our approach. What’s most impressive is how our team maintained momentum even while pivoting resources between sites.

– Stephen Eustace  
Director, Digital Media  
Stark Raving Health

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