

HARMONIE RSV Study

Sanofi

A phase IIIb randomised study to further assess the impact on hospitalisations due to RSV infection (respiratory syncytial virus) in infants across the UK, France and Germany.

Discover how uMed used automated participant identification and multi-channel outreach, combined with ongoing optimisation of patient content and nurse-based follow-up to rapidly **randomise 735 infants** into this study in **just 5 months**.



Key Outcomes



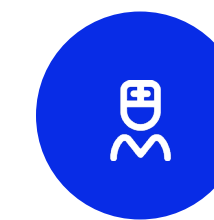
22,610

parents of infants engaged.



3,324

clicked through to the study website.



735

total infants randomised in **5 months**.



Increased CTR from

8-25%

with continuous A/b testing & optimisation (Avg. 14.71%)

Overview & Objectives

Respiratory Syncytial Virus (RSV) is a major cause of respiratory illness in children, affecting 90% of children before the age of two. Although the virus often presents mild cold-like symptoms, for some babies it can cause more severe illness such as bronchiolitis and pneumonia, which can result in hospitalisation. RSV is the leading cause of hospitalisation in children under 5.

This clinical trial, run by Sanofi, was looking at how strongly babies can be protected from serious illness due to RSV infection by giving them a single antibody dose.

The study was open to new born babies up to 12 months old, who were in, or approaching, their first RSV season. Participating parents and their infants were required to visit the study site on a single occasion to receive the antibody dose, and then keep a monthly diary for 6 months.

uMed's unique engagement strategy for rapid & scalable trial recruitment



Multi-touch patient outreach via letter, SMS & email on behalf of the healthcare provider increased conversion.



Real-time data fed back from GP network informed outreach strategy.



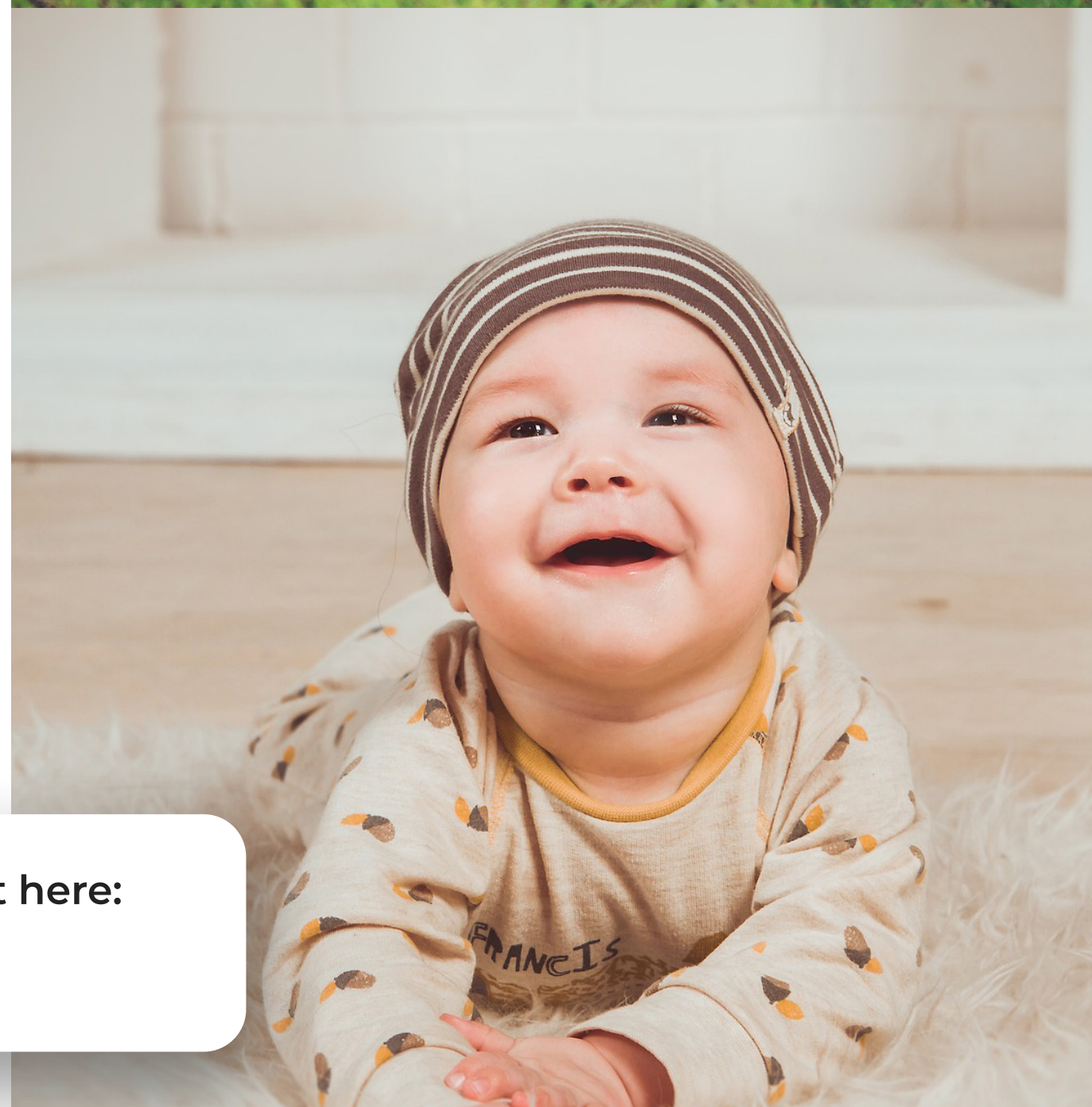
A/B testing & rapid content optimisation improved click through rates.



Dedicated nurse follow-up informed & re-assured parents leading to increased randomisations.



Access the full study report here:
[HARMONIE Phase 3b](#)



Outcomes

Over 5 months, uMed engaged **22,610** parents of infants that had been identified by the uMed Recruit platform as being eligible participants for this study.

uMed's multi-touch engagement strategy, combined with uMed's ability to receive real-time feedback data from healthcare providers in our network, and the capability of the technology to A/B test and rapidly optimise content, led to click through rates increasing from 8% at the onset of engagement, to **25%**, with a total of **3,324** patients clicking through to the study site.

uMed also provided a dedicated nurse follow-up call to answer any questions or concerns from patients. This rigorous follow-up ensured patients felt comfortable, leading to a total of **735 infants being randomised into the trial.**

uMed

To understand how uMed can help you meet your recruitment targets, contact us at hello@umed.io.