

# Patient First Recruitment: Beyond the Protocol

Where Breakthrough  
Science Meets Patient  
Empowerment





# Bridging Science and Hope: Our Patient-First Philosophy

Clinical research holds the promise of tomorrow’s medical breakthroughs, but this promise can only be fulfilled when we successfully connect innovation with the people it aims to help. In the complex landscape of clinical trials and medical advancement, we believe that knowledge should never be a barrier to hope. At Stark / Raving Health, our mission is to transform the way patients discover and understand potentially life-changing clinical trials, making scientific innovation accessible to those who need it most.

We stand at the intersection of cutting-edge science and human experience, where breakthrough treatments meet real people seeking answers. Our agency specializes in clinical trial marketing, and we’ve dedicated ourselves to breaking down the barriers between patients and transformative research opportunities. Our work goes beyond traditional marketing – we’re architects of understanding, builders of trust, and facilitators of connections between the scientific community and the patients they serve.

Every campaign we create and message we craft is guided by a deep understanding of both the scientific landscape and the human experience. We combine rigorous expertise in clinical research with authentic, empathetic communication, ensuring that complex medical opportunities resonate with real people making real healthcare decisions.

The future of medicine depends on successful clinical research, and successful clinical research depends on meaningful patient engagement. This is where we make our impact – creating the vital connections that accelerate medical discovery while ensuring every patient can make informed decisions about their healthcare journey.

This white paper is our vision for transforming patient recruitment – where cutting-edge science meets human understanding. Through these pages, we share our philosophy and unwavering commitment to making research accessible to all. We look forward to exploring how our expertise can support your mission and create meaningful impact through clinical research.



**MATTHEW STUMM**  
PRESIDENT AND FOUNDER  
STARK / RAVING HEALTH

**“Our mission isn’t just to connect patients with clinical trials – it’s to transform complex science into accessible hope.**

When we bridge the gap between cutting-edge research and the kitchen tables where healthcare decisions are actually made, we’re not just advancing science – we’re transforming lives, one informed decision at a time. I’ve seen firsthand how access to clinical trials can restore hope to families, and that’s why I’m passionate about leading a company that makes these vital connections possible.”

# Our Foundation: The Patient Journey

We recognize that every patient’s path is unique. Their journey – from diagnosis through treatment decisions – shapes not just their medical choices, but their entire worldview. This understanding forms the cornerstone of our approach:

### Deep Patient Understanding

- + Acknowledging the emotional complexity involved in making health decisions
- + Recognizing the impact of diagnosis on personal identity
- + Understanding how symptoms affect an individual's daily life and decisions
- + Appreciating the role of hope in treatment choices
- + Respecting individual coping mechanisms and adaptation strategies

### Journey-Based Communication

- + Aligning messages with specific stages of the patient experience with their condition
- + Creating content that acknowledges both emotional and practical needs
- + Developing resources that grow with the patient's understanding
- + Building trust through consistent, empathetic engagement
- + Supporting decision-making at critical moments

### Meeting Patients Where They Are

- + Recognizing varying levels of health literacy
- + Acknowledging different cultural perspectives on clinical trials and healthcare
- + Understanding diverse information-seeking behaviors
- + Appreciating different communication preferences
- + Respecting individual readiness for participation

This patient-first foundation isn't just philosophy – it's a practical framework that guides every aspect of our work. By truly understanding the patient journey, we create more meaningful connections between innovative research and the people it aims to help.

# Beyond the Protocol: Crafting the Patient Experience

We understand that every interaction shapes perceptions and expectations. As creators of clinical study brands, patient- and site-facing materials, and global media campaigns, we recognize that our work often represents a patient’s first introduction to a potentially life-changing clinical research opportunity. This first impression carries immense responsibility:

### Setting the Tone

- + Establishing trust through authentic, consistent communication
- + Creating brand experiences that reflect the care and dedication behind the research
- + Building confidence through professional yet approachable design
- + Ensuring every touch point reinforces the study's commitment to patient care

### Thoughtful Touch Point Design

- + Carefully mapping the patient communication journey
- + Creating seamless transitions between different channels and phases
- + Ensuring consistency across all study materials and media platforms
- + Anticipating patient needs at each stage of engagement
- + Building bridges between digital and human interactions

### Experience Excellence

- + Designing intuitive pathways to navigate complex medical information
- + Creating study materials that acknowledge and address emotional needs
- + Developing resources that empower and support
- + Maintaining engagement through purposeful follow-up

### Beyond First Impressions

- + Developing communication frameworks that evolve with the patient journey
- + Creating lasting positive associations with clinical research
- + Supporting long-term engagement throughout the study
- + Building foundations for future research participation

We believe that every interaction is an opportunity to improve the patient experience. From the first advertisement to the final follow-up, we craft communications that don't just inform – they welcome, support, and empower. Because when patients feel understood and valued from the start, they're better prepared for the journey ahead.

# Breaking Down Barriers: The Power of Health Literacy

Complex medical information shouldn’t require a medical degree to understand. We’ve built our entire methodology around translating sophisticated scientific and medical concepts into clear, actionable insights that resonate with real people:

### Understanding Health Literacy Challenges

- + Recognizing varying levels of scientific understanding
- + Acknowledging the impact of stress on information processing
- + Identifying common areas of confusion regarding clinical research
- + Understanding cultural and linguistic barriers to comprehension
- + Appreciating how health literacy affects decision-making confidence

### Strategic Communication Design

- + Breaking down complex protocols and procedures into digestible components
- + Developing visual aids that clarify complex concepts
- + Using plain language without oversimplifying science

### Multicultural Communication Excellence

- + Adapting content for cultural relevance and understanding
- + Providing study materials in multiple languages with cultural context
- + Ensuring translations maintain both meaning and accessibility
- + Understanding how different communities process health information

### Empowerment Through Understanding

- + Creating resources that build health decision-making confidence
- + Developing tools that support informed conversations with healthcare providers
- + Building self-advocacy skills through knowledge
- + Supporting family and caregiver understanding

Our commitment to health literacy goes beyond simplifying language – it’s about creating true understanding that empowers informed decision-making. We believe that when patients truly understand their options, they become active participants in their healthcare journey.

# Diversity by Design: Building Inclusive Pathways

We believe that groundbreaking medical research should be accessible to everyone, regardless of their background, location, or circumstances. Clinical trials have historically underrepresented many communities, leading to gaps in medical knowledge and healthcare disparities. We’re committed to changing this narrative:

### Creating True Accessibility

- + Developing multilingual materials that respect cultural nuances and preferences
- + Crafting messaging that resonates with diverse communities and life experiences
- + Breaking down complex medical information into clear, actionable insights
- + Addressing practical barriers to participation through education and support

### Building Trust Through Understanding

- + Acknowledging historical concerns and addressing them transparently
- + Creating materials that reflect the diversity of the patient population
- + Establishing meaningful connections with underserved communities

### Expanding Research Horizons

- + Helping sponsors reach traditionally underrepresented populations
- + Creating media outreach programs that acknowledge transportation and logistical challenges
- + Developing solutions that bridge technological and economic gaps

We understand that inclusive research isn’t just about meeting diversity goals – it’s about enriching medical science with more comprehensive data, leading to better treatments for all communities. When clinical trials include diverse populations, the resulting research better reflects real-world patient experiences and needs.

This commitment to inclusion strengthens the entire clinical research ecosystem. By breaking down barriers and creating welcoming environments for all study participants, we help build a more equitable future for medical research while ensuring that innovative treatments reach those who need them most.



# Clinical Research: The Role We Play in the Community

The advancement of medical science through clinical research is a profound responsibility that extends far beyond traditional marketing objectives. As active members of the clinical research community, we understand that our work directly impacts both the progress of medical science and the lives of individual patients. This dual responsibility shapes everything we do.

We recognize that our role carries a sacred trust. Each communication we create, each campaign we launch, and each interaction we facilitate must uphold the highest standards of ethics, accuracy, and patient protection. Clinical trial marketing isn't just about reaching patient enrollment goals – it's about fostering understanding, building trust, and ensuring that every potential participant can make informed decisions about their healthcare journey.

In this position, we serve as bridges between scientific innovation and human understanding, between research protocols and patient experiences, between clinical possibilities and personal decisions. This role demands more than marketing expertise – it requires an unwavering commitment to the principles and ethics that form the foundation of good clinical research.

## Championing Informed Consent

- + Ensuring potential participants fully understand their rights and commitments
- + Creating materials that facilitate genuine comprehension, not just compliance
- + Supporting decision-making with clear information
- + Developing resources that encourage meaningful dialogue with healthcare providers

## Protecting Patient Rights

- + Maintaining unwavering commitment to patient privacy and confidentiality
- + Prioritizing transparency in all communications
- + Respecting patient autonomy throughout the entire decision-making process
- + Creating an environment at the site level where questions and concerns are welcomed and addressed

## Upholding Scientific Integrity

- + Ensuring all materials accurately reflect study protocols and requirements
- + Maintaining rigorous compliance with regulatory and legal guidelines
- + Collaborating closely with medical teams to verify technical accuracy
- + Balancing accessibility with scientific precision

Our role extends beyond patient recruitment to becoming trusted stewards of the research process. We understand that our work contributes to the advancement of medical science while directly impacting individuals' lives. This dual responsibility guides our approach, ensuring that every initiative serves both the immediate needs of current studies and the broader goals of clinical research.

# The Clinical Trial Journey: Supporting Every Step

Understanding the patient’s journey is about more than just recruiting patients – it’s about providing consistent support and education throughout the experience. We carefully craft content to align with each phase of the patient’s decision-making and participation process:

### Awareness and Discovery

- + Building understanding of clinical trials as a potential option for consideration
- + Addressing common misconceptions and concerns
- + Providing clear, accessible information about the research process
- + Creating awareness through targeted, empathetic media outreach

### Information-Seeking and Evaluation

- + Offering detailed, yet digestible study information
- + Providing tools to help patients assess if the clinical trial is suitable
- + Creating resources that facilitate family discussions
- + Supporting informed conversations with healthcare providers and study teams

### Decision-Making and Enrollment

- + Explaining study commitments and expectations clearly
- + Addressing practical and emotional concerns
- + Creating materials that help with logistics planning
- + Providing clear next steps and support resources

### Active Participation

- + Developing engagement materials that maintain motivation for the duration of the study
- + Creating reminders and adherence support tools
- + Offering ongoing education throughout the study
- + Maintaining connection through consistent and meaningful communication

### Long-Term Engagement

- + Keeping participants informed about study progress
- + Acknowledging and celebrating their contribution to clinical research
- + Providing resources for continued health management
- + Building lasting relationships with the research community

Each touch point is designed to inform, reassure, and empower, ensuring that patients feel supported and valued throughout their entire clinical trial experience.

# Beyond the Patient: Understanding the Ecosystem of Care

In clinical research, breakthrough science is only the beginning. The true challenge lies in understanding and engaging with the intricate network of relationships that influence every healthcare decision. Each person’s journey is shaped by a complex web of support, information, and trust – elements that can either facilitate or hinder participation in clinical trials.

### Healthcare Providers as Partners

- + Partner with healthcare providers to create streamlined, efficient referral processes that respect their time constraints and clinical workflows
- + Develop targeted educational materials that address site-specific concerns and questions about protocols
- + Create intuitive tools that make it easy to identify eligible patients and initiate trial discussions
- + Supply clear, concise trial summaries that can be quickly reviewed during time-limited patient consultations
- + Provide ongoing support and updates to maintain engagement throughout the trial life cycle

### The Family Framework

- + Design comprehensive support guides that address common family concerns and questions
- + Create practical resources to help families manage trial-related commitments and scheduling
- + Develop multi-language materials that ensure accessibility across diverse family structures
- + Provide clear explanations of available study-related services and resources

### Community Connections

- + Establish meaningful partnerships with patient advocacy groups that extend beyond individual trials
- + Create co-branded educational materials that leverage existing community trust
- + Develop customized outreach programs that respect cultural nuances and community values
- + Support community events with trial-specific resources and information
- + Build sustainable relationships through ongoing collaboration and support

### Digital Engagement

- + Create shareable, accessible content that resonates with online community needs
- + Develop digital resources that can be easily distributed across various platforms
- + Build authentic relationships with digital health influencers and community leaders
- + Maintain consistent, reliable presence across relevant digital channels

Through this ecosystem-wide approach, we ensure that every stakeholder has the information they need to play their part in advancing clinical research. This strategy not only improves trial awareness but also builds the foundation for sustained engagement with clinical research across all communities.

# Partnership in Progress: Our Client Commitment

Advancing medical science through research, strong partnerships are not just beneficial – they’re essential. We understand that behind every clinical trial is a team of dedicated professionals working tirelessly to bring new treatments to patients. Our role is to amplify these efforts, bringing strategic insight, operational excellence, and deep patient understanding to every program we support.

## Strategic Partnership

- + Understanding each sponsor’s goals and challenges
- + Aligning our strategies with program objectives
- + Providing strategic counsel beyond tactical execution
- + Offering insights that drive program success
- + Building long-term relationships focused on shared success

## Operational Excellence

- + Delivering high-quality service across all programs
- + Maintaining transparent communication and reporting
- + Providing dedicated team support and expertise
- + Ensuring seamless integration with sponsor processes
- + Managing resources efficiently to maximize value

## Knowledge Leadership

- + Sharing industry insights and best practices
- + Providing thought leadership in patient engagement
- + Offering innovative solutions to complex challenges
- + Contributing strategic recommendations based on experience
- + Keeping clients informed of emerging trends

## Proactive Support

- + Anticipating program needs and challenges
- + Identifying opportunities for optimization
- + Providing early warning of potential issues
- + Offering solutions before problems escalate
- + Maintaining constant forward momentum

## True Collaboration

- + Acting as an extension of the sponsor team
- + Fostering open dialogue and idea sharing
- + Celebrating shared successes
- + Learning and growing together
- + Building mutual trust through consistent delivery

Our commitment to clients goes beyond meeting deliverables – we strive to be trusted advisors who help navigate the complexities of clinical research while never losing sight of the patients we ultimately serve. By combining strategic insight with operational excellence, we help our clients achieve their research objectives while advancing the field of medicine.

# Excellence in Every Detail: Our Focus on Quality

Quality isn’t just a checkpoint in our process – it’s the foundation of everything we do. Our commitment to operational excellence and rigorous quality standards ensures that every deliverable not only meets but exceeds the expectations of both patients and sponsors. As stewards of clinical research integrity, we hold ourselves to the highest standards of accuracy, compliance, and ethical conduct. This commitment to excellence permeates every aspect of our work, ensuring we maintain the trust placed in us by the broader research community.

### Quality by Design

- + Implementing robust quality management systems across all operations
- + Maintaining detailed standard operating procedures for consistency
- + Following structured review processes that ensure accuracy and compliance
- + Building quality checkpoints into every stage of development
- + Conducting regular audits and process improvements

### Operational Excellence

- + Employing project management methodologies that ensure efficient delivery
- + Maintaining clear communication channels with all stakeholders
- + Creating scalable processes that maintain quality as programs grow
- + Implementing systems that enable rapid response to changing needs
- + Fostering a culture of continuous improvement

### Compliance and Control

- + Adhering to all regulatory requirements and industry standards
- + Maintaining strict version control and documentation
- + Ensuring all materials undergo thorough sponsor medical and legal review

### Impact on Deliverables

- + Producing consistently high-quality materials that inspire trust
- + Ensuring accuracy in every translation and adaptation
- + Maintaining brand integrity across all touch points
- + Delivering campaigns that are both compliant and compelling
- + Creating resources that stand up to regulatory scrutiny

Our dedication to quality and operational excellence isn’t just about meeting standards – it’s about creating the foundation of trust that enables everything else we do. When our processes are rigorous and our quality is unwavering, we can focus on what matters most: creating meaningful connections between patients and life-changing research opportunities.

# Real Impact, Real Results: Quantifying Recruitment Success

In clinical research, the quality of data directly influences the advancement of medical science. We apply this same rigorous approach to media measurement and campaign analysis, understanding that precise, reliable data is essential for optimizing outreach and accelerating research timelines.

Our commitment to data excellence goes beyond basic metrics. We’ve developed sophisticated measurement frameworks that provide actionable insights while maintaining the highest standards of data integrity:

### Media Intelligence

- + Implementing advanced attribution modeling across all channels
- + Tracking the complete patient journey from awareness to enrollment
- + Analyzing cross-channel media performance with statistical rigor
- + Building comprehensive views of the engagement pathway

### Data Quality Assurance

- + Validating all data sources for accuracy and reliability
- + Implementing rigorous quality control processes
- + Ensuring consistent measurement across all channels
- + Maintaining detailed documentation of all metrics
- + Creating audit trails for all data analysis

### Actionable Analytics

- + Converting complex data into clear strategic direction
- + Identifying optimization opportunities in real-time
- + Understanding the drivers of patient engagement
- + Measuring the impact of creative and messaging
- + Analyzing patterns in patient response and behavior

### Performance Optimization

- + Using predictive modeling to guide tactical decisions
- + Optimizing media spend based on validated data
- + Adjusting strategies based on statistical significance
- + Testing new outreach approaches through controlled pilot programs
- + Scaling successful tactics with confidence

### Impact Measurement

- + Evaluating both immediate and long-term impact
- + Measuring contribution to enrollment objectives
- + Assessing the quality of patient engagement
- + Tracking improvements in patient understanding
- + Quantifying the return on marketing investment

We firmly believe that just as quality data drives medical discovery, precise measurement drives marketing excellence. Our approach ensures that every decision is based on reliable information, every optimization is backed by solid evidence, and every success can be clearly demonstrated through validated metrics.

# Agility in Action: Embracing Dynamic Campaigns

Clinical research demands both strategic vision and tactical flexibility. We’ve built our agency to be responsive and adaptable, understanding that success often requires real-time adjustments and innovative solutions:

### Responsive by Design

- + Maintaining flexible operational structures that adapt to study needs
- + Creating scalable solutions that grow with program demands
- + Developing modular campaign approaches that allow for quick pivots
- + Building rapid response capabilities for time-sensitive needs and requests
- + Implementing systems that support swift decision-making

### Strategic Adaptability

- + Monitoring recruitment patterns to identify necessary adjustments
- + Analyzing real-time data to guide tactical shifts
- + Scaling resources to match enrollment demands
- + Modifying approaches based on geographic and demographic response

### Dynamic Resource Allocation

- + Maintaining flexible team structures to accommodate project needs
- + Scaling support based on study phase and requirements
- + Adjusting tactical mix based on performance metrics
- + Deploying specialized expertise when challenges arise
- + Optimizing budgets to maximize impact

### Innovative Problem-Solving

- + Developing creative solutions for unexpected challenges
- + Creating contingency plans for various scenarios
- + Building alternative pathways for patient engagement
- + Identifying opportunities in changing circumstances
- + Turning constraints into catalysts for innovation

### Collaborative Flexibility

- + Working seamlessly with sponsor teams and CROs
- + Adapting to different organizational structures
- + Aligning with varying communication protocols
- + Supporting multiple stakeholder needs
- + Maintaining agility while ensuring quality

We understand that in clinical research, the only constant is change. Our flexible approach ensures we can maintain momentum while adapting to evolving study needs, site feedback, and patient responses. This agility, combined with our strategic foundation, enables us to consistently deliver results in a dynamic environment.

# Eye Toward Innovation: Forward Thinking, Human Focused.

We’re dedicated to pioneering innovative approaches that transform clinical trial engagement – from leveraging emerging tech, new media channels, and creative strategies to solve complex marketing challenges. This spirit of innovation isn’t just about embracing new tools; it’s about fundamentally reimagining how we connect with patients, accelerate patient recruitment, and advance clinical research goals.

Innovation means we’re constantly exploring, testing, and implementing new solutions that drive real impact. We invest in understanding emerging trends – all with the goal of helping our clients overcome complex recruitment challenges more effectively. This forward-thinking approach means our clients benefit from solutions that are often ahead of industry standards, creating a competitive advantage.

### Creative Innovation

Our creative philosophy is built on the understanding that effective communication requires artistic vision and scientific precision. We push the boundaries of creative expression while maintaining unwavering respect for regulatory requirements and ethical standards:

- + Developing compelling narratives that transform complex medical concepts into clear, engaging stories
- + Creating visual frameworks that make complicated protocols more accessible and understandable
- + Designing immersive experiences that help patients better envision their role in advancing medical research
- + Crafting messaging that addresses both the rational and emotional aspects of clinical trial participation

### Media Innovation

Our approach to media innovation is equally comprehensive, combining advanced targeting capabilities with emerging platform opportunities while maintaining strict HIPAA compliance and patient privacy standards. We recognize that reaching the right patient at the right time requires sophisticated strategy and execution that upholds the highest standards of data protection:

- + Implementing HIPAA-compliant targeting strategies
- + Ensuring all tracking and measurement maintains patient confidentiality
- + Creating secure data handling protocols for all media activities
- + Developing audience models that protect privacy
- + Implementing secure data management practices
- + Maintaining regulatory and sponsor compliance across all targeting initiatives

This commitment to innovation isn’t just about adopting new technologies or techniques – it’s about fundamentally reimagining how we connect with patients. Our innovation practice is guided by a simple principle: every advancement must serve our core mission of connecting patients with clinical research opportunities. This ensures that our innovation efforts remain focused on creating meaningful impact rather than pursuing novelty for its own sake.



# A Vision of the Future for Patient Recruitment Agencies

The future of clinical research stands at a pivotal moment, where breakthrough treatments emerge at an unprecedented pace, and we face a critical challenge: ensuring these advances reach the people who need them most. Our vision for tomorrow's clinical research landscape is both ambitious and essential – a world where groundbreaking science meets universal access, where innovation serves humanity, and where every patient's voice contributes to medical progress.

This vision isn't born from abstract ideals, but from our deep understanding of today's challenges and the barriers that prevent qualified patients from participating in clinical trials.

We envision a fundamental transformation in how society views and engages with clinical research, reimagining the entire ecosystem of clinical research communication and engagement. This transformation demands new approaches to patient recruitment, innovative solutions to longstanding challenges, and a steadfast commitment to breaking down barriers – whether they're geographical, socioeconomic, or educational. By combining creativity, cutting-edge technology, and deep human insight, we can create pathways to participation that are both more efficient and more inclusive.

Most importantly, we see a future where the clinical research community truly reflects the diversity of the populations we serve, where every community has a voice in medical advancement, and where the benefits of research reach all corners of society. In this future, technology doesn't replace human connection – it enhances it, making participation more convenient while preserving the essential human elements that make clinical research

meaningful. Through this approach, data drives decisions while empathy guides implementation, ensuring every advance in scientific understanding is matched by improvements in how we communicate and connect with patients.

This isn't just an aspirational future – it's a roadmap that guides our daily work. Every campaign we create, every message we craft, and every resource we develop moves us closer to this vision. We're committed to being catalysts for change, transforming clinical research communication one patient story at a time.

Because at the heart of every trial is a human story, and we're here to ensure those stories inspire hope, drive progress, and shape the future of medicine. Our role is to create the bridges that connect today's possibilities with tomorrow's breakthroughs, ensuring that every step forward in medical science is matched by advances in human understanding and access.

**This is our purpose, our passion, and our unwavering commitment to the future of clinical research.**



Stark / Raving Health is a specialized clinical trial marketing agency that delivers breakthrough creative and sophisticated media solutions to connect groundbreaking medical research with the patients who need it most. Our creative approach transforms complex scientific opportunities into compelling, actionable communications, while our advanced global media strategies ensure precise, HIPAA-compliant targeting across traditional and emerging channels to drive patient recruitment and accelerate clinical research.

As strategic partners to sponsors and CROs, we combine powerful storytelling with data-driven media optimization to achieve measurable results in patient recruitment. Our commitment to creative excellence and media innovation, supported by advanced analytics and deep patient understanding, ensures we deliver campaigns that not only meet enrollment goals but advance the development of life-changing therapies through meaningful patient connections.

Contact us to explore how we can support your mission with data-driven strategies and authentic patient engagement approaches. Together, we can advance medical discovery while ensuring every potential participant has the information they need to make informed decisions about clinical research opportunities.

**Stark / Raving Health**

500 Harrison Avenue  
Suite 3R-B  
Boston, MA 02118  
617.939.9580

**[starkravinghealth.com](http://starkravinghealth.com)**