

Modern Strategies for Patient Recruitment in Oncology Trials

Providing Hope
Through Improved
Access to Research



Breaking the 5% Barrier: Transforming Oncology Trial Patient Recruitment

Oncology clinical trials have evolved dramatically over the past decade, with unprecedented advances in precision medicine, immunotherapy, and targeted treatments offering new hope for cancer patients. However, these groundbreaking trials face a persistent challenge: patient recruitment. Despite significant technological and methodological advances in clinical research, approximately 80% of oncology trials fail to meet their enrollment timelines, with some studies showing that less than 5% of cancer patients participate in clinical trials.

The complexity of modern oncology clinical trials creates significant recruitment challenges. The rise of biomarker-driven studies and personalized medicine has led to increasingly precise inclusion criteria, dramatically narrowing the eligible patient pool. Combined with a growing number of competing trials and traditional barriers such as geographic limitations and patient hesitation, these factors threaten the timely completion of critical cancer research. The impact extends far beyond missed deadlines – delayed trials postpone access to potentially life-saving treatments, increase development costs significantly, and can lead to trial termination.

For pharmaceutical companies and research institutions, recruitment delays account for an estimated 40% of trial budget overruns, while patients awaiting new treatment options face profound personal consequences.

This white paper presents a comprehensive framework for optimizing patient recruitment in oncology clinical trials, offering practical, implementable strategies for all stakeholders in the clinical trial ecosystem. Our analysis encompasses technological innovations, patient-centric approaches, and systematic process improvements, with special attention given to emerging technologies and data-driven approaches that can revolutionize how we identify, engage, and enroll qualified participants. By addressing these challenges head-on, this white paper aims to help clinical trial professionals accelerate new cancer treatments and improve patient outcomes.



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“Every day of delay in trial recruitment represents missed opportunities for cancer patients seeking potential options.”

As leaders in patient recruitment, we have both the capability and the responsibility to transform how we connect patients with clinical trials. This framework represents our commitment to accelerating cancer research through smarter, more efficient recruitment strategies.”

Understanding the Patient Journey and Care Network in Oncology Trials

The path to clinical trial participation in oncology is deeply personal and intricately woven into each patient's treatment journey. To effectively recruit patients for clinical trials, we must first understand the complex narrative that unfolds from the moment of diagnosis, through the evolution of treatment decisions, and across the network of relationships that influence these choices.

The Patient Treatment Journey

A cancer diagnosis marks the beginning of a profound life change for patients and their families. In these early days, patients often experience a rush of emotions while trying to process complex medical information and make critical decisions about their care. The primary care physician, who may have been the first to detect concerning symptoms, often serves as an initial guide and trusted advisor. As patients transition to oncology care, they begin forming new relationships with specialists while still processing the emotional weight of their diagnosis.

During this initial phase, clinical trials may not be at the forefront of patients' minds. Their immediate focus typically centers on understanding their diagnosis, learning about standard treatment options, and managing the practical aspects of beginning cancer care. Healthcare providers must navigate this delicate period carefully, balancing the need to present all available options, including clinical trials, with sensitivity to the patient's emotional readiness to process this information.

As patients move into treatment, their understanding of their disease and their relationship with their healthcare team evolves. This evolution creates natural opportunities for clinical trial discussions that may not have been appropriate at diagnosis. Patients develop a deeper grasp of their condition, build trust with their care team, and often become more open to considering various treatment options. Their families, too, become more knowledgeable and better equipped to support decision-making about treatment choices, including clinical trials.

Key moments in the patient's treatment journey often align naturally with trial consideration:

- + Disease progression or treatment resistance
- + Completion of initial therapy
- + Regular assessment periods
- + New biomarker testing results
- + Transitions between treatment lines

The Web of Care Relationships

The decision to participate in a clinical trial never exists in isolation. Instead, it emerges from a complex web of relationships between patients, their families, and their healthcare providers. Family members often serve as primary caregivers, information gatherers, and crucial decision-making partners. They may be researching treatment options, asking detailed questions during appointments, and considering the practical implications of trial participation.

Healthcare teams develop layered relationships with both patients and families over time. Oncologists provide medical expertise and treatment recommendations, while nurses often develop deeper insights into patients' daily challenges and concerns. Research coordinators bridge the gap between standard care and clinical trials, helping to translate complex protocols into understandable options for patients and families.

Cultural, religious, and family dynamics play crucial roles in shaping attitudes toward clinical trials. Some families may have strong cultural beliefs about medical research or traditional healing practices. Others may face language barriers that require careful navigation. Understanding and respecting these dynamics is essential for effective clinical trial recruitment.

Support Needs Across the Treatment Journey

The type and intensity of support needed by patients and families evolves throughout the treatment journey. Early in the process, educational support is paramount – helping patients and families understand their diagnosis, treatment options, and the potential role of clinical trials.

As treatment progresses, practical support often becomes more critical:

- + Transportation assistance for frequent appointments
- + Financial counseling and insurance navigation
- + Care coordination between multiple providers
- + Management of treatment side effects
- + Work and family obligation balance

Physical and emotional well-being significantly impact a patient's ability to consider trial participation. Treatment side effects, fatigue, and the overall burden of cancer care can affect both willingness and ability to engage with additional treatment options. Healthcare providers must remain attuned to these factors when timing trial discussions and determining appropriate support services.

Communication and Decision Support

Effective communication forms the backbone of successful clinical trial recruitment. Healthcare providers must adapt their approach based on each patient's journey, considering factors such as:

- + Individual health literacy levels
- + Emotional readiness for complex decisions
- + Family dynamics and support systems
- + Cultural and linguistic preferences
- + Previous treatment experiences

The timing and manner of clinical trial discussions should align naturally with the patient's treatment journey. Initial conversations might focus on general education about clinical trials, while later discussions can address specific opportunities as they become relevant to the patient's current situation.

Technology increasingly plays a role in supporting these communications, from patient portals that facilitate secure messaging to virtual visit options that improve access to care teams. However, the human element remains crucial – the trust built between patients, families, and healthcare providers forms the foundation for successful patient recruitment.

This understanding of the patient journey, care relationships, and evolving support needs provides the framework for developing more effective and patient-centered recruitment strategies. The following sections will explore specific approaches to supporting patients, families, and site staff throughout this complex journey, with a focus on practical implementation and measurable outcomes.

Strategic Framework for Oncology Trial Awareness and Education

Raising awareness about clinical trials in oncology requires a delicate balance of education, marketing, and stakeholder engagement. The challenge lies not in disseminating information, but in ensuring that the right information reaches the right people at the right time. This section explores how to create and maintain an effective awareness ecosystem that serves all stakeholders while driving patient recruitment.

Creating an Integrated Awareness Strategy

The days of relying solely on physician referrals and waiting room brochures are long past. Today’s successful clinical trial awareness programs weave together multiple channels and approaches, creating a web of information that catches potential participants wherever they might be in their cancer journey. Digital platforms have opened new avenues for reaching patients and families, while traditional channels remain vital for maintaining credibility and reaching diverse populations.

Healthcare providers represent the front line of clinical trial awareness, but they often struggle with information overload and time constraints. The most effective provider education programs integrate seamlessly into existing workflows and provide information in easily digestible formats. This might include:

- + Quick-reference materials
- + Brief email updates about new trial opportunities
- + Lunch-and-learn sessions focused on specific trials
- + Regular check-ins with research coordinators

Beyond the clinic walls, community engagement plays a crucial role in building trial awareness. These programs should reflect local needs and cultural considerations. Successful programs often partner with:

- + Local cultural and religious organizations
- + Patient advocacy groups
- + Social service organizations
- + Public health departments

Developing Content That Resonates

The art of creating effective educational materials lies in understanding your audience’s needs and constraints. For healthcare providers, time is always at a premium. They need clear, concise information that helps them quickly identify potential trial candidates and explain options to their patients. This typically includes protocol summaries, eligibility checklists, and talking points for discussions.

Patient-facing materials require a different approach. The emotional and practical implications of trial participation must be addressed alongside the scientific information. Successful patient education materials often follow a layered approach:

First Layer: Basic Information

- + What clinical trials are and why they matter
- + How trials fit into cancer treatment
- + Basic safety and rights information
- + Next steps for learning more

Second Layer: Practical Considerations

- + Time commitments and scheduling
- + Location and travel requirements
- + Cost and insurance information
- + Support services available

Third Layer: Detailed Trial Information

- + Specific protocol requirements
- + Treatment schedules and procedures
- + Potential risks and benefits
- + Eligibility criteria

The “Hunter-Gatherer” Outreach Model

Traditional approaches to cancer clinical trial awareness have often relied on simplistic metrics like reach or cost to guide channel selection. However, a more sophisticated understanding emerges when we examine how cancer patients and their families seek information at different stages of their cancer journey. The “Hunter-Gatherer” framework offers a fresh perspective on media strategy by recognizing two distinct but complementary approaches to reaching potential oncology trial participants.

Understanding the “Hunter” Approach

“Hunter” media outlets actively seek and engage potential participants who may not be actively searching for cancer clinical trials. These channels create awareness among cancer patients who might benefit from trial participation but haven’t yet considered it as a treatment option. They operate through broad reach platforms (social, digital display, print, etc.), while also leveraging community touch points such as general oncology practices and cancer screening centers.

The content strategy for “hunter” channels focuses on education and awareness specific to the clinical trial. This includes sharing information about advances in cancer care, providing high-level study information, and calls to action. The approach emphasizes building understanding and trust, particularly important given the complex decisions cancer patients face.

The “Gatherer Strategy” in Cancer Care

In contrast, gatherer media outlets serve individuals who are actively seeking cancer clinical trial opportunities, often after receiving a specific diagnosis or experiencing treatment resistance. These channels cater to an engaged audience through specialized platforms like search, oncology advocacy websites, and cancer type-specific forums.

“Gatherer” content delivers detailed, specific information about oncology trial opportunities, including eligibility criteria, treatment schedules, and specific trial endpoints. The focus is on providing comprehensive information to support decision-making at critical treatment junctures, whether at initial diagnosis, disease progression, or when considering additional lines of therapy.

Creating an Integrated Approach

Success in oncology trial recruitment comes from skillfully combining both “hunter” and “gatherer” approaches to create a comprehensive patient engagement funnel. The “hunter” elements focus on building broad awareness of a clinical trial as a cancer care option, while addressing common misconceptions. Meanwhile, the “gatherer” components provide the detailed information and support needed when someone is actively seeking clinical trial options for their specific cancer type and stage.

The Path Forward in Cancer Clinical Research

The “Hunter-Gatherer” framework represents a fundamental shift in how we approach cancer clinical trial awareness and recruitment. By understanding how each channel type contributes to the overall recruitment strategy and maintaining the right balance between approaches, sponsors can create more effective awareness programs that engage potential participants throughout their cancer journey.

The success of this framework lies in its recognition that cancer patients engage with health information differently at different stages of their disease journey. By maintaining both “hunter” and “gatherer” approaches, organizations can ensure they’re present and relevant at every stage of the cancer patient’s journey, from initial diagnosis through to clinical trial consideration and enrollment.

Engaging Cancer Patients to Participate in Clinical Research

Engaging cancer patients in clinical trials requires a nuanced understanding of both the barriers they face and the most effective strategies to address their concerns. Before implementing any engagement program, healthcare providers must recognize that patients often hesitate to participate in clinical trials for various reasons. These include limited awareness of trial opportunities, fears about experimental treatments, and practical challenges like transportation and finances. Many patients also face language or cultural barriers, while others may harbor mistrust of medical research based on historical events.

Building a Foundation for Engagement

The cornerstone of successful patient engagement lies in presenting clinical trials as an additional option to consider rather than a last resort. This approach should begin during initial consultations, where healthcare providers can naturally integrate trial discussions into treatment planning.

When introducing clinical trials, sponsors should:

- + Emphasize how clinical trials fit into the overall treatment journey, highlighting that they often provide access to cutting-edge treatments
- + Address common misconceptions, particularly the belief that clinical trials are only for terminal cases
- + Explain the robust safety measures and patient protections in place
- + Clarify the differences between standard care and trial-specific procedures

Education plays a vital role in patient engagement. Rather than overwhelming patients with technical information, sponsors should develop comprehensive study toolkits that use plain language and multiple formats to reach different learning styles.

Community Integration and Site Staff Support

Success in clinical trial engagement often depends on strong community connections. Sponsors should explore:

- + Building partnerships with community organizations and advocacy groups
- + Hosting educational events in under served communities
- + Collaborating with faith-based organizations
- + Maintaining a regular presence at health fairs

Equally important is ensuring that site staff feels confident discussing active trials with their patients. This requires:

- + Comprehensive patient- and site-facing toolkits
- + Training in effective trial communication
- + Streamlined referral processes
- + Clear channels of communication with the study team

The Critical Role of Study Websites

A well-designed study website serves as a central hub for patient engagement and education, playing a pivotal role in helping potential participants make informed decisions about clinical trial participation. Unlike traditional materials, a study website can provide dynamic, comprehensive information that patients and their families can explore at their own pace in the comfort of their homes.

Effective study websites incorporate several elements:

- + Clear, concise explanations of the trial’s purpose and potential benefits
- + Educational modules that break down complex concepts
- + Overview of study visits and procedures
- + Straightforward descriptions of responsibilities
- + FAQ sections addressing common concerns
- + Clear calls to action
- + Easy-to-use prescreening questionnaires

Beyond basic information sharing, study websites should create an engaging user experience that:

- + Adapts to different devices and screen sizes
- + Offers content in multiple languages
- + Provides accessibility features for users with disabilities
- + Includes downloadable resources for offline review
- + Features visual aids to explain complex concepts
- + Incorporates video content explaining the clinical trial

The website should also serve as a connection point between potential study participants and site staff by:

- + Offering clear pathways to contact study coordinators
- + Including a comprehensive list of study locations
- + Listing transportation and support services

To maintain transparency and build trust, study websites should address:

- + Potential risks and benefits
- + Time commitments and scheduling expectations
- + Available support services and resources
- + Compensation and cost information
- + Privacy protection measures
- + The voluntary nature of participation

Leveraging Targeted Media

The strategic use of targeted media plays a crucial role in clinical trial engagement and awareness. Sponsors should have comprehensive media campaigns that reach potential participants through multiple channels. Traditional media outlets like newspapers or out-of-home can be particularly effective when they serve specific demographic groups or geographic areas where trial participants are needed.

Social media platforms offer powerful tools for reaching specific patient populations. Using sophisticated targeting, when applicable, sponsors can:

- + Direct interested patients to the study website to learn more and to take the prescreener
- + Deliver study-related content to users who follow cancer support groups or advocacy organizations
- + Encourage interested patients and caregivers to connect with participating study sites
- + Promote educational events to people within specific geographic areas
- + Connect with patients through online communities and support groups

Digital advertising through search engines and health-related websites can capture potential study participants actively seeking treatment information. These campaigns should:

- + Focus on recruiting patients to consider participation
- + Use carefully selected keywords related to specific cancer types and treatments
- + Target geographic areas around clinical trial locations
- + Include clear calls to action that connect interested patients with prescreening questionnaires or site staff

Content marketing through blogs, newsletters, and patient resource centers helps build trust and awareness over time. This content should:

- + Address questions and concerns about clinical trials
- + Provide easy-to-understand explanations of clinical trial processes
- + Include information about support services and resources

When developing media strategies, organizations should:

- + Ensure study outreach materials comply with regulatory and legal requirements
- + Maintain consistent messaging across all platforms
- + Track engagement metrics to optimize the effectiveness of the campaign
- + Include diverse representation in imagery
- + Provide clear pathways for interested patients to learn more and securely provide prescreening information

The key to successful media campaigns lies in maintaining a balance between reaching potential participants and respecting their privacy and medical journey. All media efforts should be integrated with the broader engagement strategy and support the work of site staff.

Implementation in Practice

The practical implementation of engagement strategies requires a systematic approach to patient referrals and follow-up. Initial conversations should follow a standardized screening process while remaining flexible enough to address individual concerns. Site staff should document patient preferences and concerns carefully, using this information to guide follow-up discussions.

Support services must be integrated seamlessly into the engagement process. This means having ready access to:

- + Financial counseling and assistance programs
- + Transportation coordination
- + Lodging assistance for out-of-town patients
- + Language interpretation services
- + Social work support

Measuring Impact and Evolving Practices

To ensure the effectiveness of engagement efforts, organizations must track key metrics and regularly assess their impact. This includes monitoring:

- + The number of patients approached about the trial
- + Conversion rates at each stage of engagement
- + Common reasons for declining participation
- + Time from initial contact to enrollment decision
- + Trial retention rates

This data should inform a continuous improvement process, allowing sponsors to refine their approaches based on real-world evidence and patient feedback. Regular reviews of engagement strategies, updates to educational materials, and ongoing support for site staff ensure that programs remain effective and responsive to patient needs.

Merging Method with Individual Need

Successful clinical trial engagement requires a delicate balance between standardized processes and individualized attention. By maintaining a patient-centered approach while implementing systematic engagement strategies, site staff can better serve study participants while advancing medical research. The key lies in remaining flexible and responsive to individual needs while maintaining consistency in quality and support throughout the engagement process.

Remember that each patient’s journey is unique, and engagement strategies should be adaptable enough to accommodate different needs, preferences, and concerns. By taking a comprehensive approach that addresses both practical and emotional barriers to participation, sponsors can better support patients in making informed decisions about clinical trial participation.

Referring Oncologists: A Crucial Partner in Clinical Trial Recruitment

In the complex landscape of clinical trial recruitment, referring oncologists serve as essential bridges between innovative research and patient care. Their unique position as trusted medical advisors makes them invaluable partners in connecting eligible participants with appropriate trial opportunities while ensuring continuity of care throughout the research journey.

The Foundation: Oncologist-Patient Relationship

The strength of the referring oncologist's role stems from their established relationships with patients and comprehensive understanding of medical histories. These physicians have often walked alongside their patients through diagnosis, initial treatment, and ongoing care management. This deep familiarity enables them to identify potentially eligible candidates and introduce clinical trial opportunities at appropriate moments in the treatment journey.

The Gateway: Initial Assessment and Introduction

When considering opportunities, referring oncologists play multiple roles. Their intimate knowledge of patient disease progression, treatment responses, and personal preferences proves invaluable for preliminary eligibility assessment. Moreover, their established therapeutic relationships position them as trusted advisors when discussing clinical trials within the broader context of available treatment options.

Beyond Referral: Ongoing Support and Care

The referring oncologist's involvement extends far beyond initial identification and referral. They serve as vital links between patients and study teams, facilitating smooth transitions into trial protocols while maintaining continuity of care. This includes:

- + Sharing comprehensive medical documentation
- + Coordinating between research and routine care
- + Maintaining open communication with trial staff
- + Monitoring overall patient well-being
- + Managing non-trial related medical issues

Supporting the Decision-Making Process

Perhaps most significantly, referring oncologists help patients navigate the complex decision-making process surrounding trial participation. Their ability to contextualize trial opportunities within each patient's unique treatment journey, combined with their established rapport, enables them to address concerns and questions from a position of trust. This advisory role proves particularly valuable when explaining:

- + Potential benefits and risks of participation
- + Impact on current treatment plans
- + Integration with ongoing care
- + Practical considerations for participation
- + Alternative treatment options

Engaging Referring Oncologist Through Digital Channels

The landscape of physician engagement has transformed dramatically with the emergence of professional medical networking platforms and specialized digital channels. These platforms offer unique opportunities to connect with referring oncologists and other healthcare providers in their preferred professional environments.

Understanding the Digital Oncologist

Today’s oncologists operate in an increasingly digital environment, managing patient care through electronic health records, accessing clinical decision support tools, and participating in professional networks. This digital integration presents unique opportunities for sponsors to engage physicians where they already spend significant time. Understanding how oncologists interact with digital platforms helps create more effective engagement strategies that respect their workflow while providing valuable clinical trial information.

Creating Multiple Digital Touch points

Successful physician engagement requires presence across multiple digital channels, each serving a distinct purpose in the communication ecosystem:

Professional “Gated” Physician Networking Platforms

- + Facilitate peer-to-peer discussion about opportunities
- + Share real-world evidence and case studies
- + Enable direct communication with trial teams
- + Provide access to specialized oncology communities
- + Foster collaboration among referring physicians

Mobile Medical Applications

- + Deliver clinical trial updates and notifications
- + Provide quick reference materials
- + Enable secure communication channels
- + Facilitate electronic patient screening
- + Support ongoing trial management

Additional Paid Media Strategy for Engagement

Search Engine Marketing

Strategic keyword targeting through paid search campaigns helps capture oncologists researching treatment information. Effective strategies include:

- + Bidding on condition-specific long-tail keywords that align with trial inclusion criteria
- + Creating dedicated landing pages
- + Implementing geographic targeting
- + Utilizing ad extensions to provide direct contact options

Targeted Display Advertising

- + Premium placement on medical news sites
- + Banner ads in professional journals
- + Native advertising in clinical newsletters
- + Mobile advertising in medical apps

Professional Journals

Print advertising continues to play a valuable role in physician engagement, particularly through respected professional journals and specialty publications. Consider these strategic ad placements of for maximum engagement:

- + Oncology-specific peer-reviewed journals
- + Specialty society publications
- + Conference proceedings and abstracts
- + Disease-specific supplements
- + Regional medical publications

Building Digital Relationships

While digital channels offer efficient communication methods, they must support rather than replace personal relationships. Successful digital engagement strategies:

- + Complement in-person interactions
- + Provide consistent, reliable information
- + Enable quick access to trial teams
- + Support ongoing dialogue
- + Facilitate collaborative care

Measuring Success and Optimization

Digital engagement enables sophisticated tracking and analysis of physician interaction:

Key Performance Indicators

- + Platform engagement metrics
- + Referral conversion rates
- + Resource utilization
- + Communication frequency
- + Patient enrollment outcomes

Organizations can use these insights to continuously refine their approach, ensuring that digital engagement efforts remain effective and valuable to referring physicians.

Building Tomorrow’s Research Community

The future of oncologist engagement lies in the thoughtful integration of digital tools with traditional relationship-building approaches. Success requires:

- + Maintaining focus on physician needs and preferences
- + Adapting to evolving digital behaviors
- + Ensuring seamless platform integration
- + Supporting collaborative care models
- + Providing consistent value across channels

By creating a cohesive digital ecosystem that supports referring oncologists in their critical role, organizations can build stronger partnerships that advance both patient care and clinical research objectives.

Best Practices for Implementation

To maximize the effectiveness of digital engagement strategies for referring oncologist:

Prioritize User Experience

- + Ensure intuitive platform navigation
- + Minimize additional workflow burden
- + Provide mobile-optimized access
- + Enable quick information retrieval
- + Support efficient referral processing

Maintain Quality Control

- + Verify information accuracy
- + Update content regularly
- + Monitor platform performance
- + Address technical issues promptly
- + Gather study team feedback

The success of digital engagement ultimately depends on its ability to support and enhance the vital role that referring oncologists play in clinical trial recruitment. By focusing on their needs and preferences while leveraging innovative digital solutions, organizations can create more effective, efficient recruitment programs that serve both scientific advancement and patient care.

Advancing the Future of Cancer Research Through Better Patient Recruitment

The challenges facing oncology trial recruitment today represent more than operational hurdles – they are critical barriers between patients and potentially life-changing treatments. As we look to the future, our commitment extends beyond simply improving processes. We are dedicated to fundamentally transforming how the clinical trial ecosystem connects patients with innovative cancer therapies.

By implementing the frameworks outlined in this white paper, sponsors can move beyond traditional recruitment methods to create more efficient, patient-centric approaches that match the sophistication of modern oncology research. The impact of these improvements will resonate throughout the clinical trial landscape:

- + For patients and their families, faster recruitment means earlier access to breakthrough treatments and renewed hope in their cancer journey
- + For study sites and investigators, streamlined processes and better-matched candidates lead to more efficient trials and improved research outcomes
- + For sponsors, optimized recruitment reduces costs and accelerates the development of new cancer therapies
- + For the broader oncology community, more efficient trials mean faster advancement of medical knowledge and treatment options

Our commitment to advancing patient recruitment methods reflects our broader mission of accelerating cancer research and improving patient outcomes. As precision medicine continues to evolve, so too must our approaches to trial recruitment. By embracing innovation, leveraging new technologies, and maintaining an unwavering focus on patient needs, we can create recruitment systems that serve not just today's trials, but tomorrow's breakthroughs as well.

The future of cancer treatment depends on our ability to efficiently connect patients with clinical trials. Together, we can build a future where every patient has the opportunity to access the treatments that offer the best hope for their cancer journey.



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"The challenges of modern patient recruitment for oncology trials requires us to fundamentally rethink our approach."

By combining technological innovation with deep patient insights, we can create recruitment campaigns that match the sophistication of today's research landscape. Each advancement is a crucial step forward in solving one of our industry's most pressing challenges."



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.

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