

Our Best Patient Recruitment Campaigns

Clinical trial marketing design and messaging strategies that break through and achieve study enrollment goals.

PROTOCOL: SGN1UC-022

MOUNTAINEER-02
HER2+ METASTATIC GASTRIC CANCER

Now enrolling patients with HER2+ gastric cancer.

The MOUNTAINEER-02 Study is evaluating tucatinib in combination with trastuzumab, ramucirumab and paclitaxel in patients with unresectable or metastatic HER2+ gastric or gastroesophageal junction adenocarcinoma.

Please refer your patients who:

- Are age 18 or older
- Have locally-advanced unresectable or metastatic HER2+ gastric or gastroesophageal junction adenocarcinoma
- Have a history of prior treatment with a HER2-directed antibody
- Have progressive disease during or after first-line therapy for locally-advanced unresectable or metastatic gastric or gastroesophageal junction adenocarcinoma

For more information or to refer a patient.

The right patient recruitment campaign changes everything.

When a patient sees a message that speaks directly to their experience – that educates without overwhelming, that builds trust without overpromising – they take action. They call. They prescreen. They enroll.

The work in these pages represents our most successful patient recruitment campaigns. Each one was designed to connect clinical research with real people, turning complex protocols into clear opportunities for participation.

Why These Campaigns Worked

Great recruitment creative does more than attract attention. It navigates the balance between urgency and reassurance, acknowledging what patients are going through while offering hope grounded in science.

The campaigns here span therapeutic areas and strategies – from rare disease outreach requiring surgical precision to oncology campaigns breaking through crowded markets. Some leveraged digital ecosystems. Others built trust through community partnerships. All were grounded in research, empathy, and an obsessive focus on what drives enrollment decisions.

From Challenge to Solution

Behind every campaign was a specific obstacle: hard-to-diagnose conditions, narrow eligibility, competing trials, tight timelines. We approached each by understanding the patient journey – their fears, questions, and motivations.

The result? Creative that performs. Messages that resonate. Trials that meet their enrollment goals.

Let's Build What's Next

This portfolio is an invitation to explore what's possible for your trial.

Be proactive about your liver cirrhosis



A clinical study is evaluating the effectiveness and safety of a study medicine, rifaximin, in delaying or preventing HE in adults with advanced liver cirrhosis.

You may be eligible to participate if you

- | | | | |
|-----------------------------------|---|---|--|
| Are between the ages of 18 and 70 | Have been diagnosed with advanced liver cirrhosis | Have not been diagnosed with overt HE (a severe form of HE) | Do not have an active COVID-19 infection |
|-----------------------------------|---|---|--|

Take steps now to potentially prevent hepatic encephalopathy

Nearly half of people living with cirrhosis get hepatic encephalopathy (HE). One of the liver's many jobs is to filter toxins out of your blood. But if you have cirrhosis (liver damage), your liver isn't working as well as it should be, and some toxins stay in your body. HE occurs when too many toxins build up in your bloodstream and reach the brain.

HE can cause symptoms like:

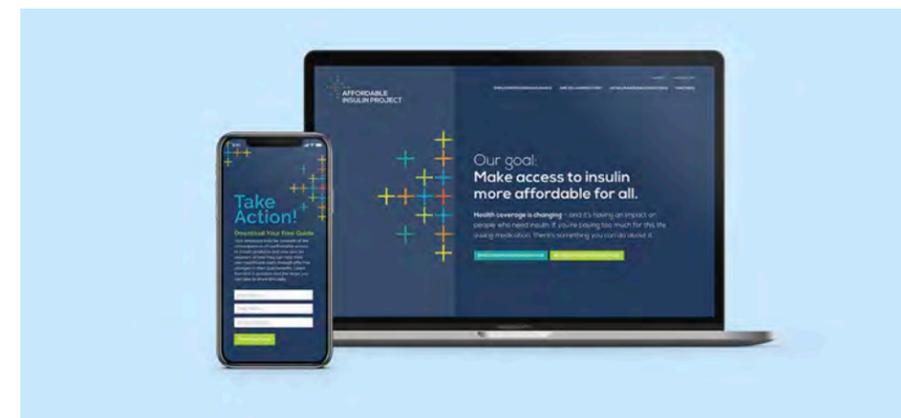
- Confusion
- Personality changes
- Loss of small hand movements
- Tremors in hands and arms
- Sleep problems

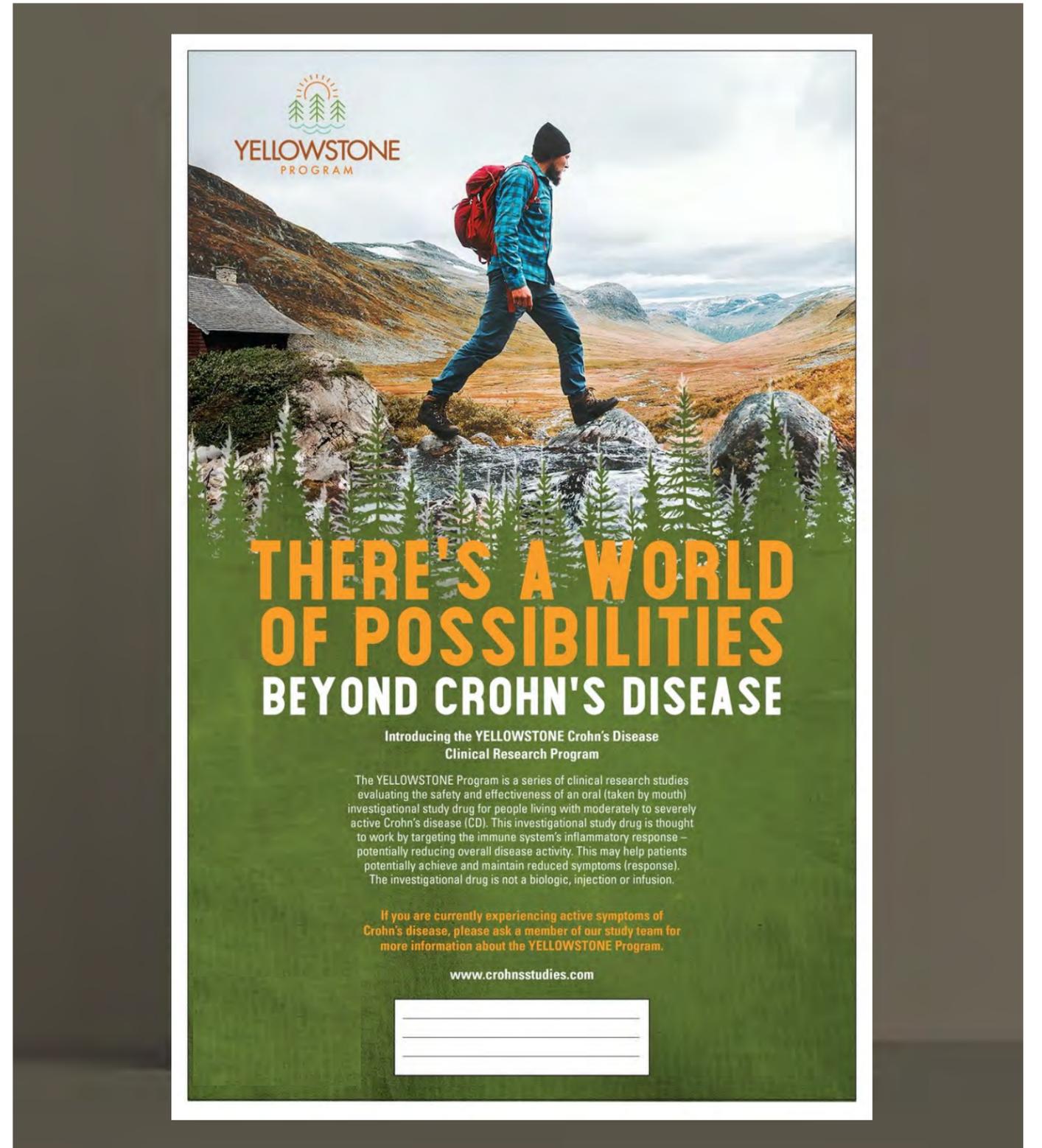
Please note: Rifaximin is currently approved by the FDA as an antibiotic. If you take antibiotics, there is a chance you could get an infection with Clostridium difficile (a bacterial infection of the gastrointestinal tract known to occur after receiving antibiotics). There may be a potential for development of antibiotic resistance.

To learn more about this clinical study, please contact:



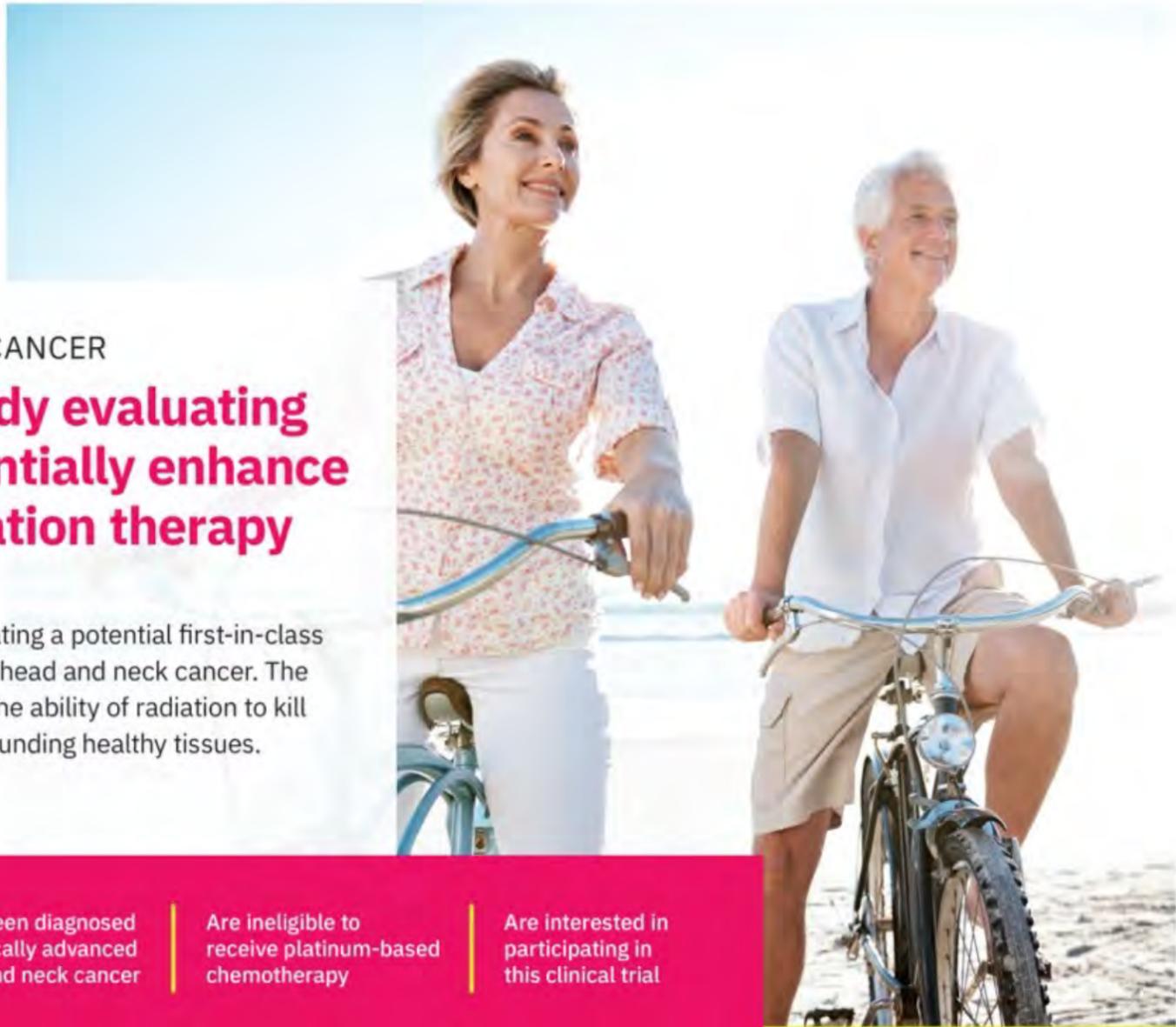






NANORAY³¹²

HEAD AND NECK CANCER TRIAL



LOCALLY ADVANCED HEAD AND NECK CANCER

Introducing a clinical study evaluating a novel approach to potentially enhance the effectiveness of radiation therapy

NANORAY-312 is a phase 3 clinical study evaluating a potential first-in-class radioenhancer for people with locally advanced head and neck cancer. The investigational product is designed to increase the ability of radiation to kill cancer cells without increasing damage to surrounding healthy tissues.

Please speak with the study doctor if you:

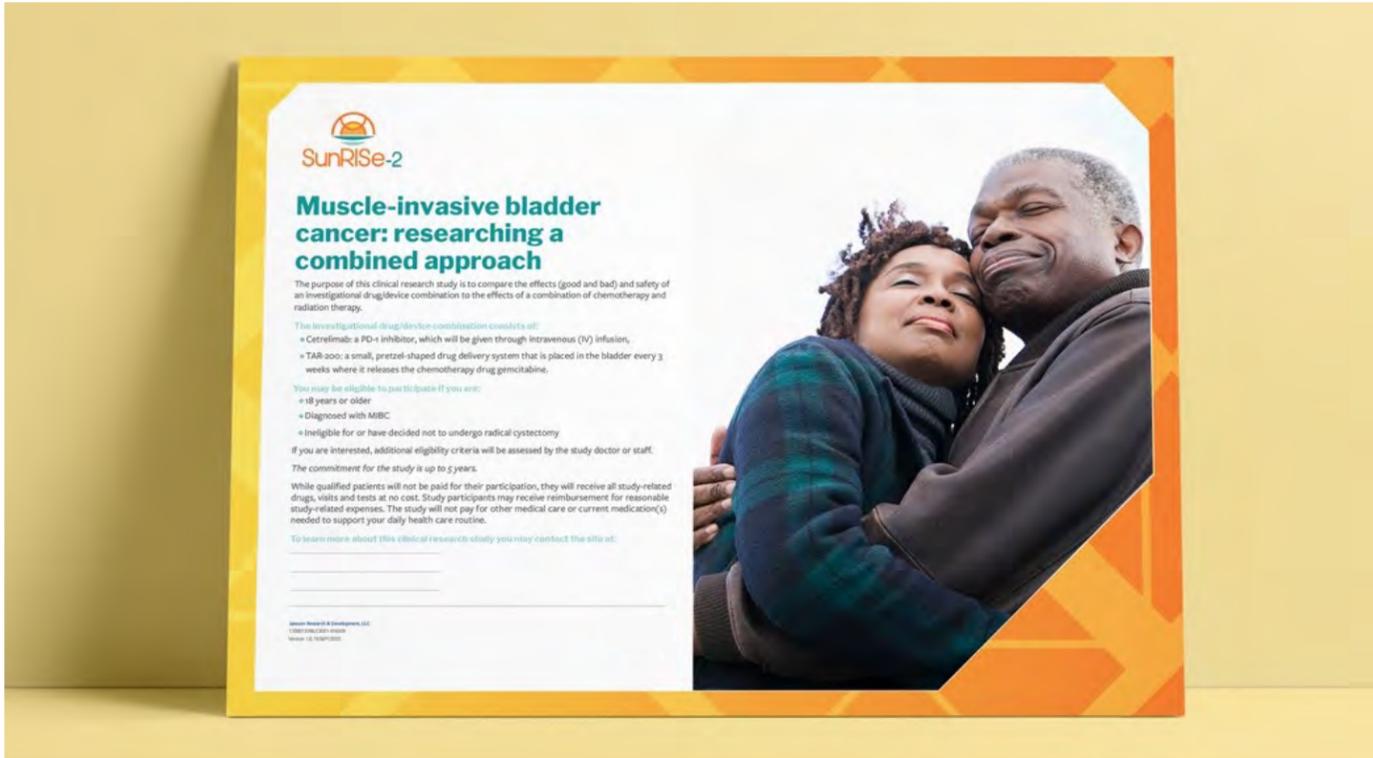
Are over the age of 65

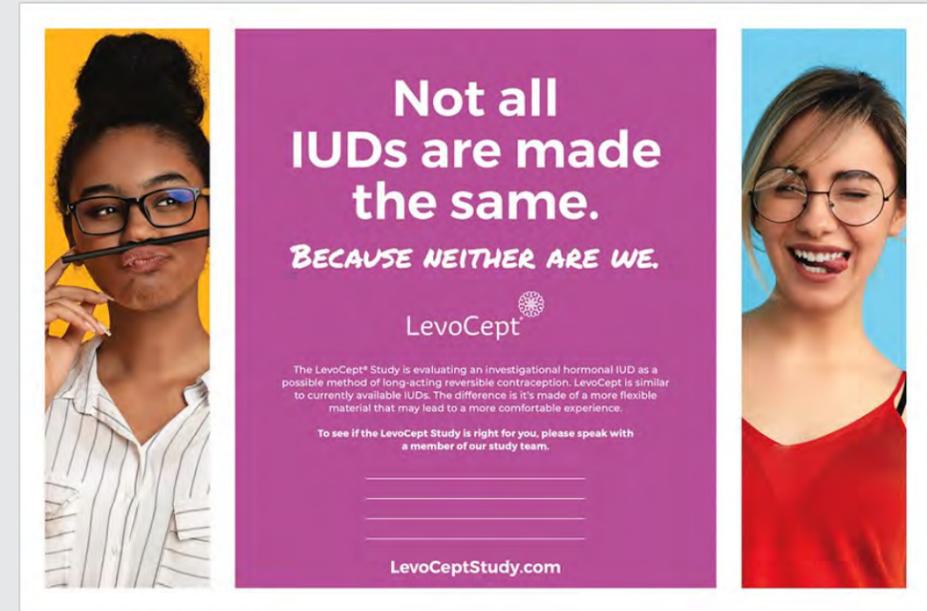
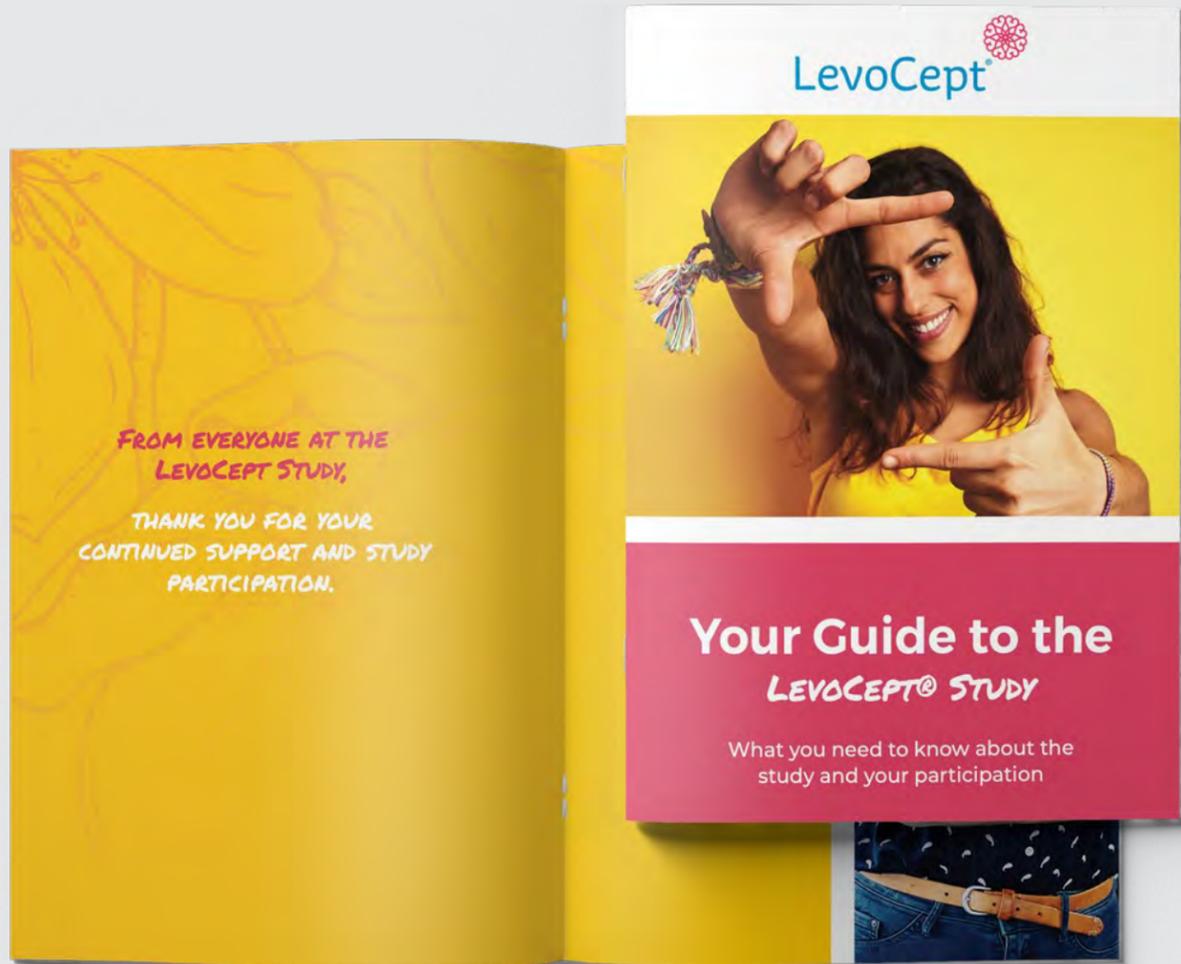
Have been diagnosed with locally advanced head and neck cancer

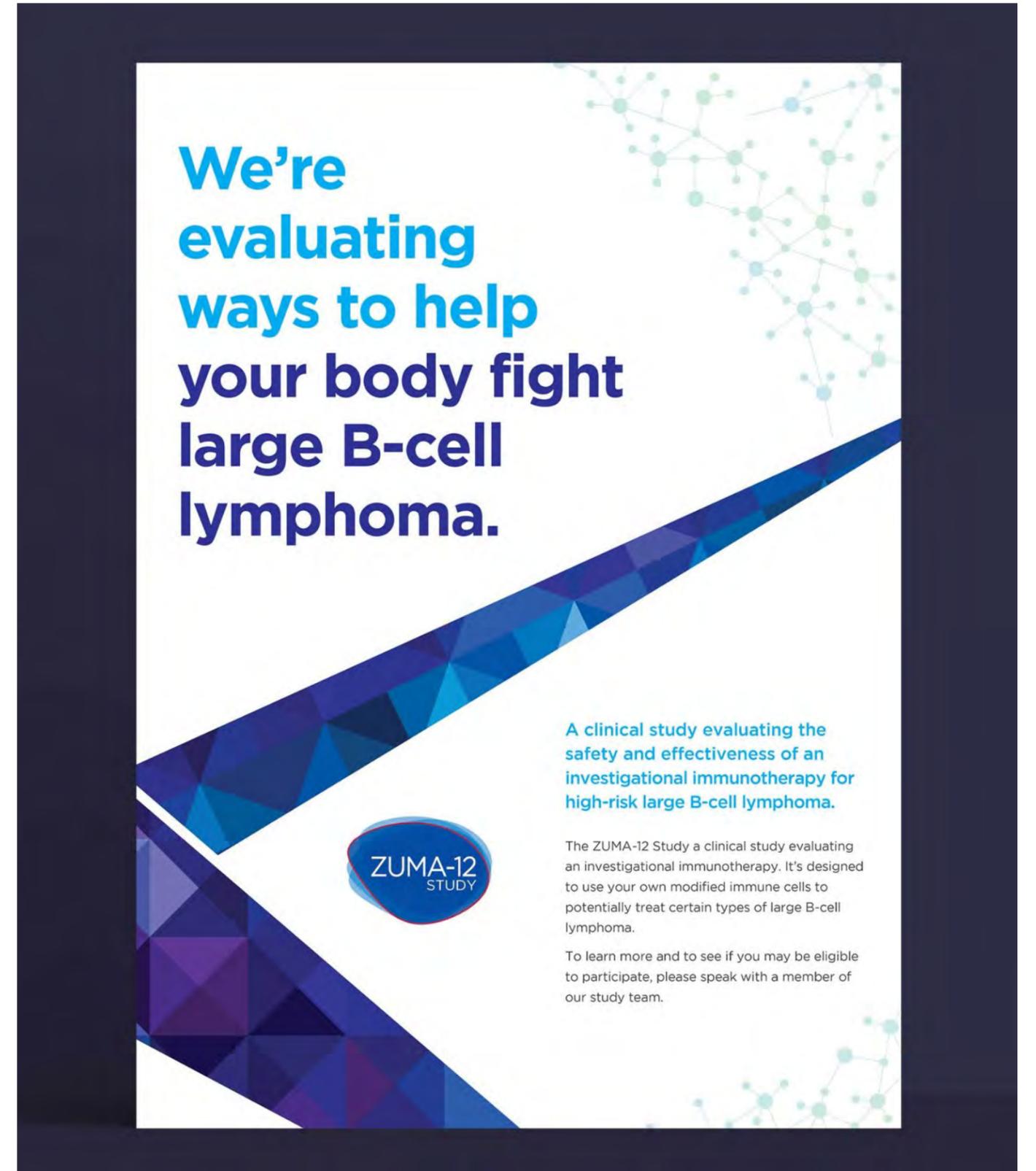
Are ineligible to receive platinum-based chemotherapy

Are interested in participating in this clinical trial

To learn more about the NANORAY-312 Clinical Study and see if it's right for you, please speak with the study doctor.









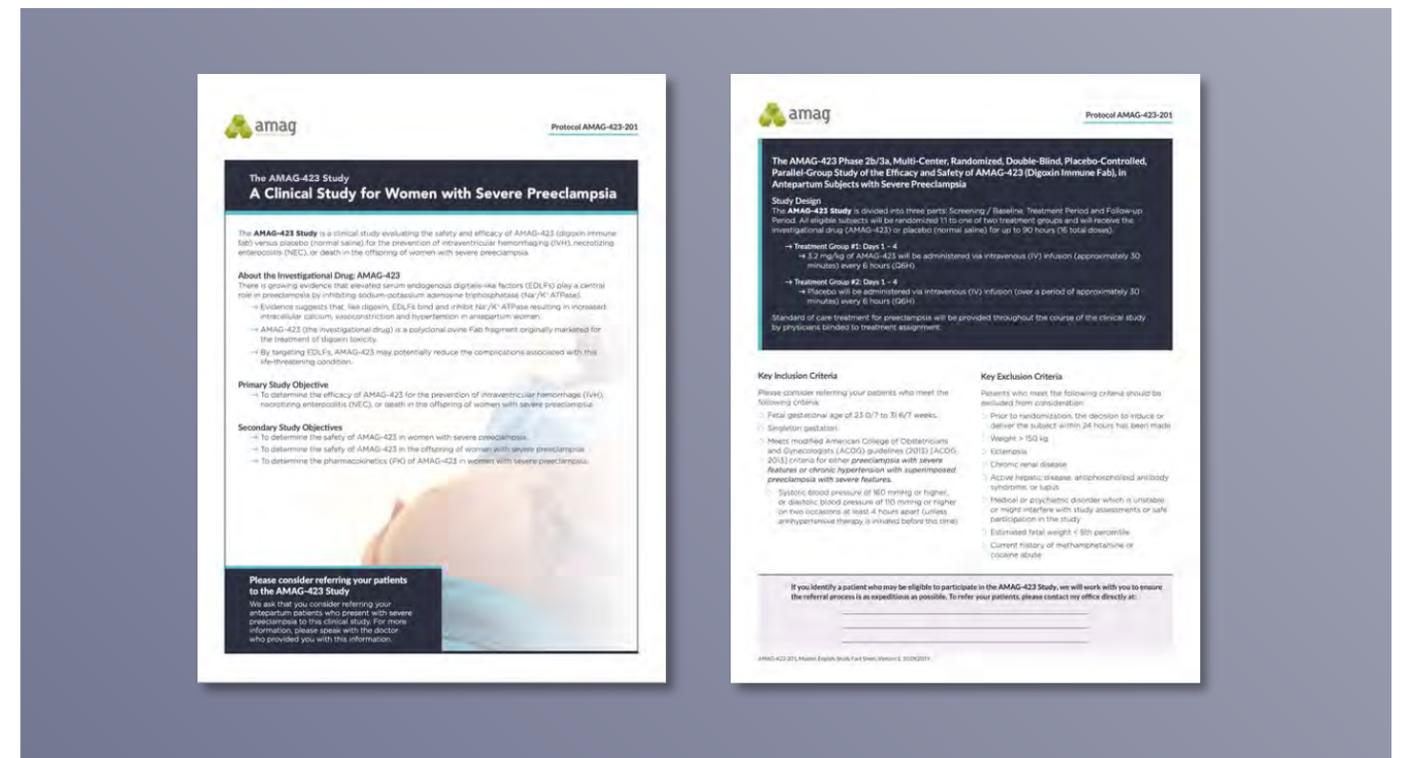
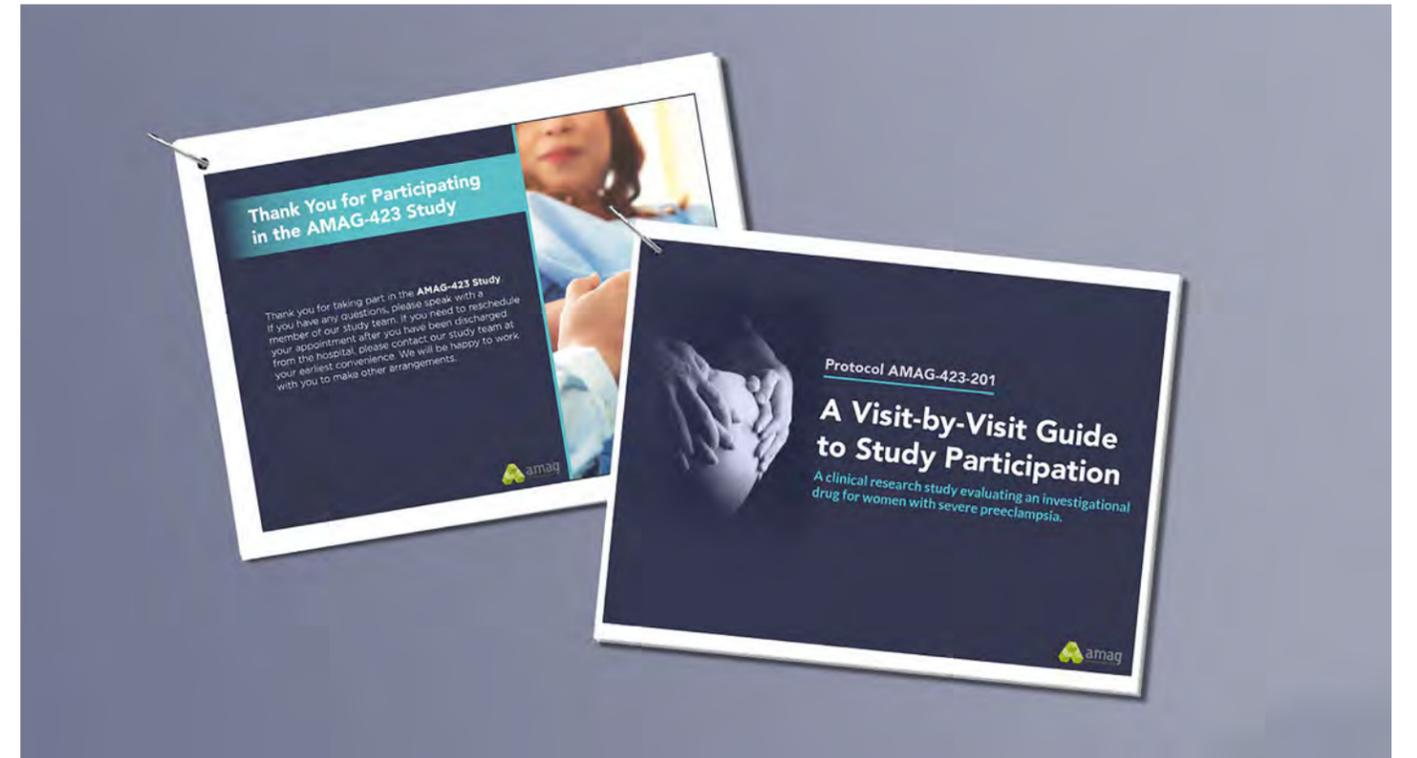
skylight.

HOT FLASHES NIGHT SWEATS

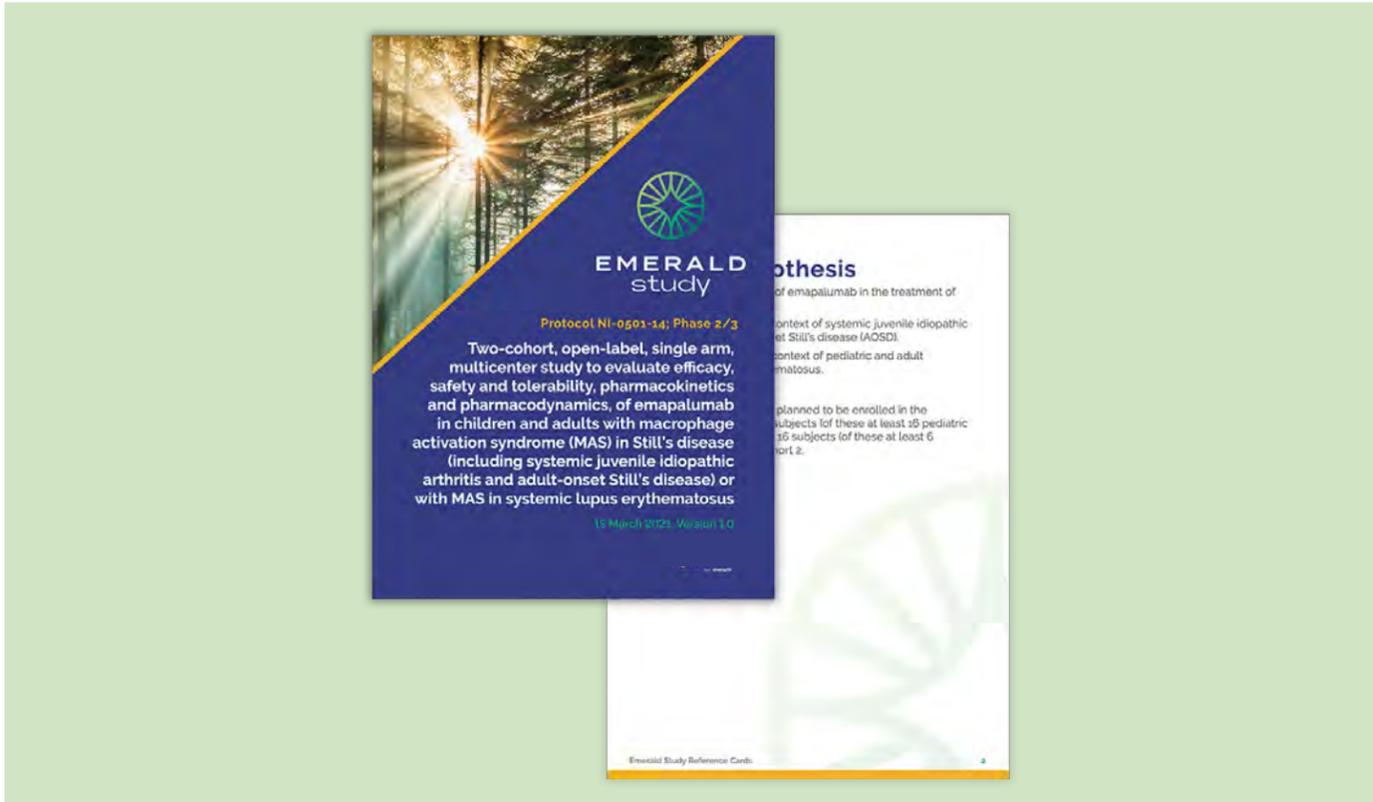
Introducing a clinical study evaluating the safety and effectiveness of a non-hormonal investigational drug for hot flashes.

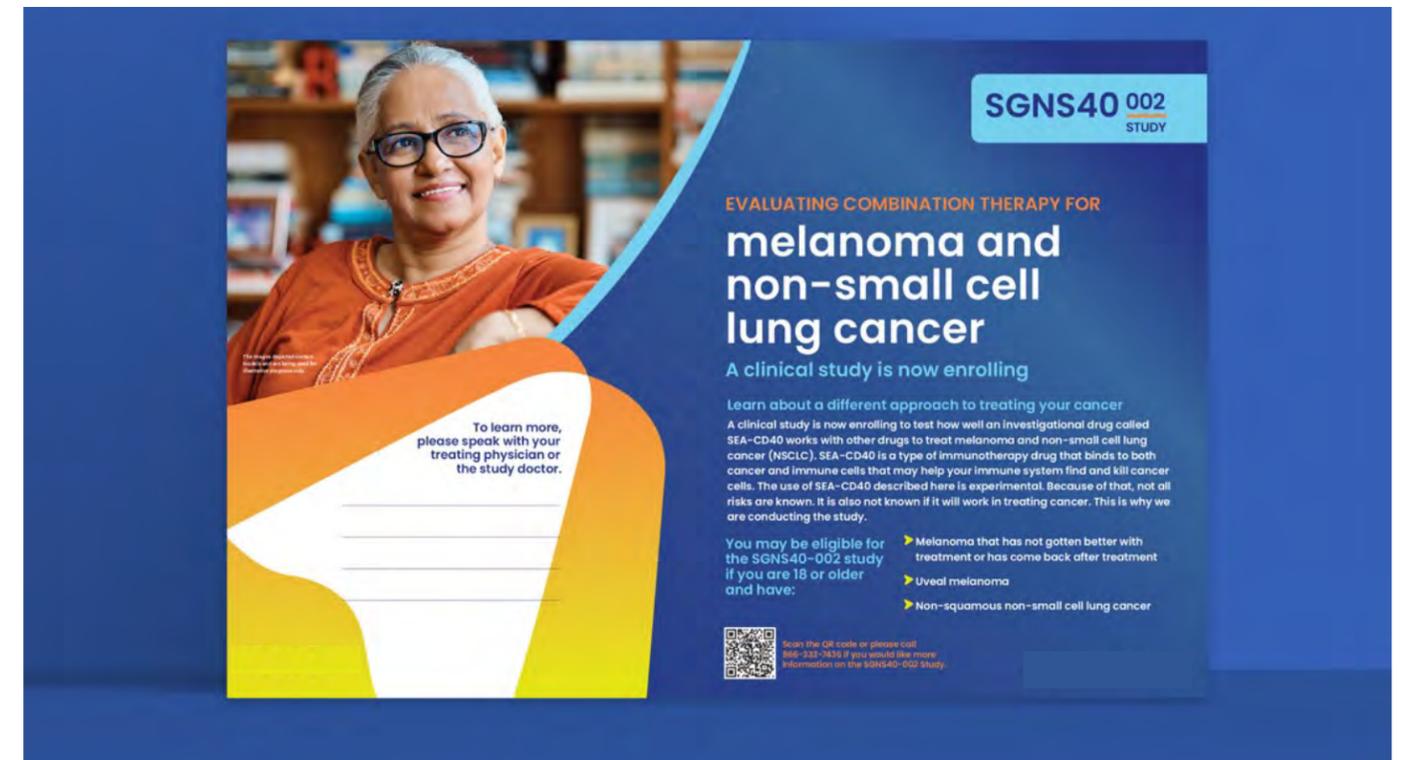
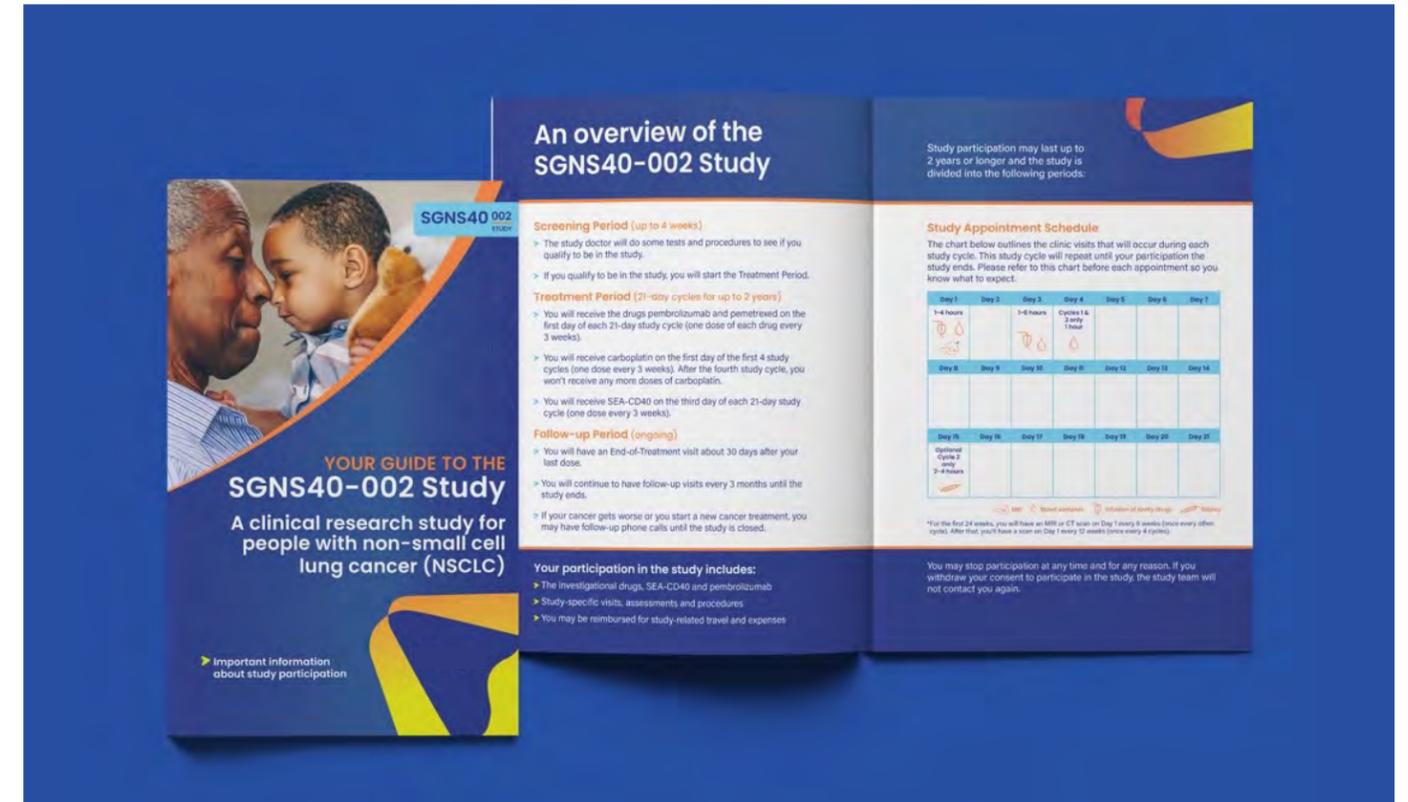
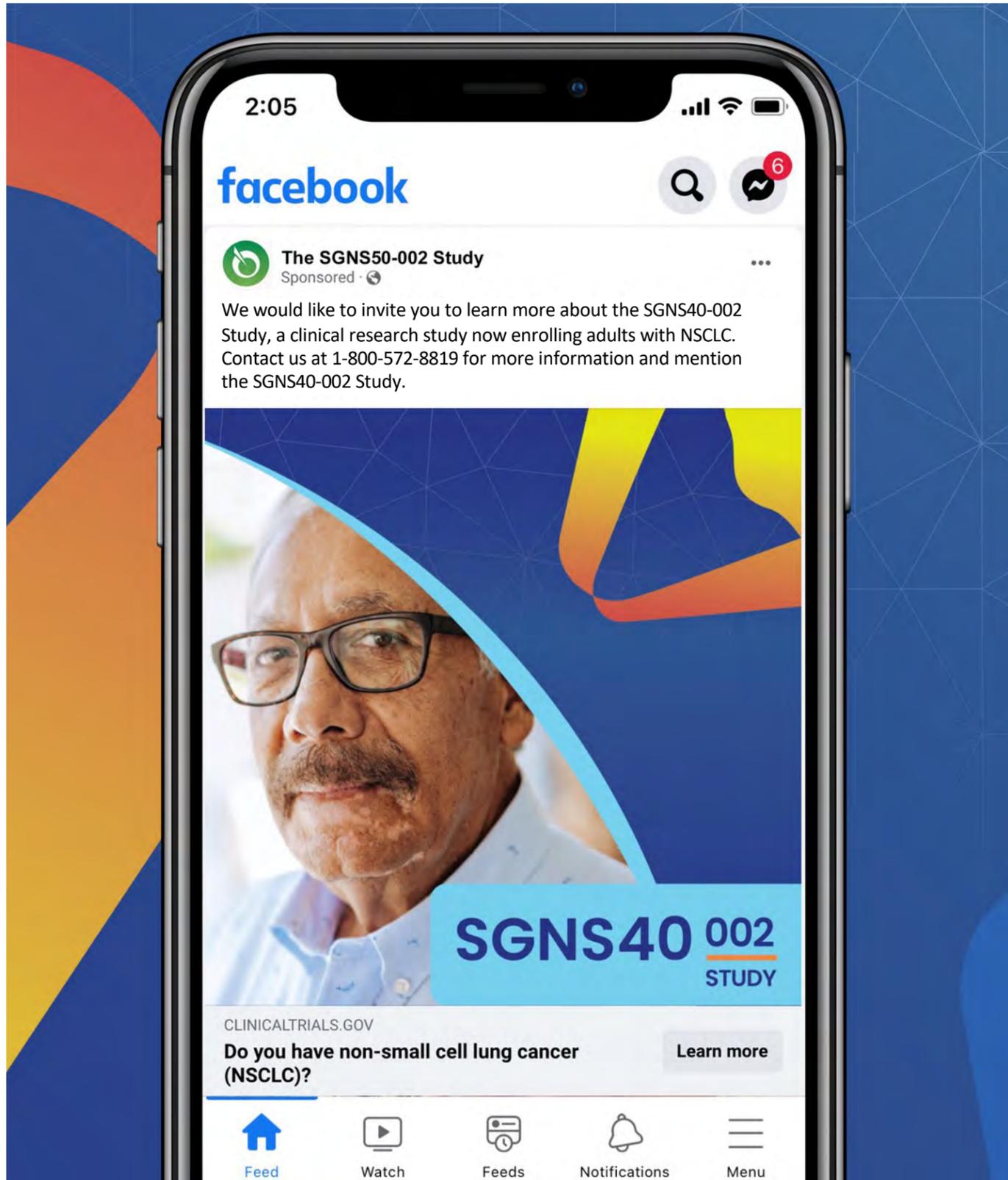
If you are a woman between the ages of 40-65 and are experiencing moderate to severe hot flashes associated with menopause, please speak with a member of the Skylight Study team to see if this clinical study may be an option for you.

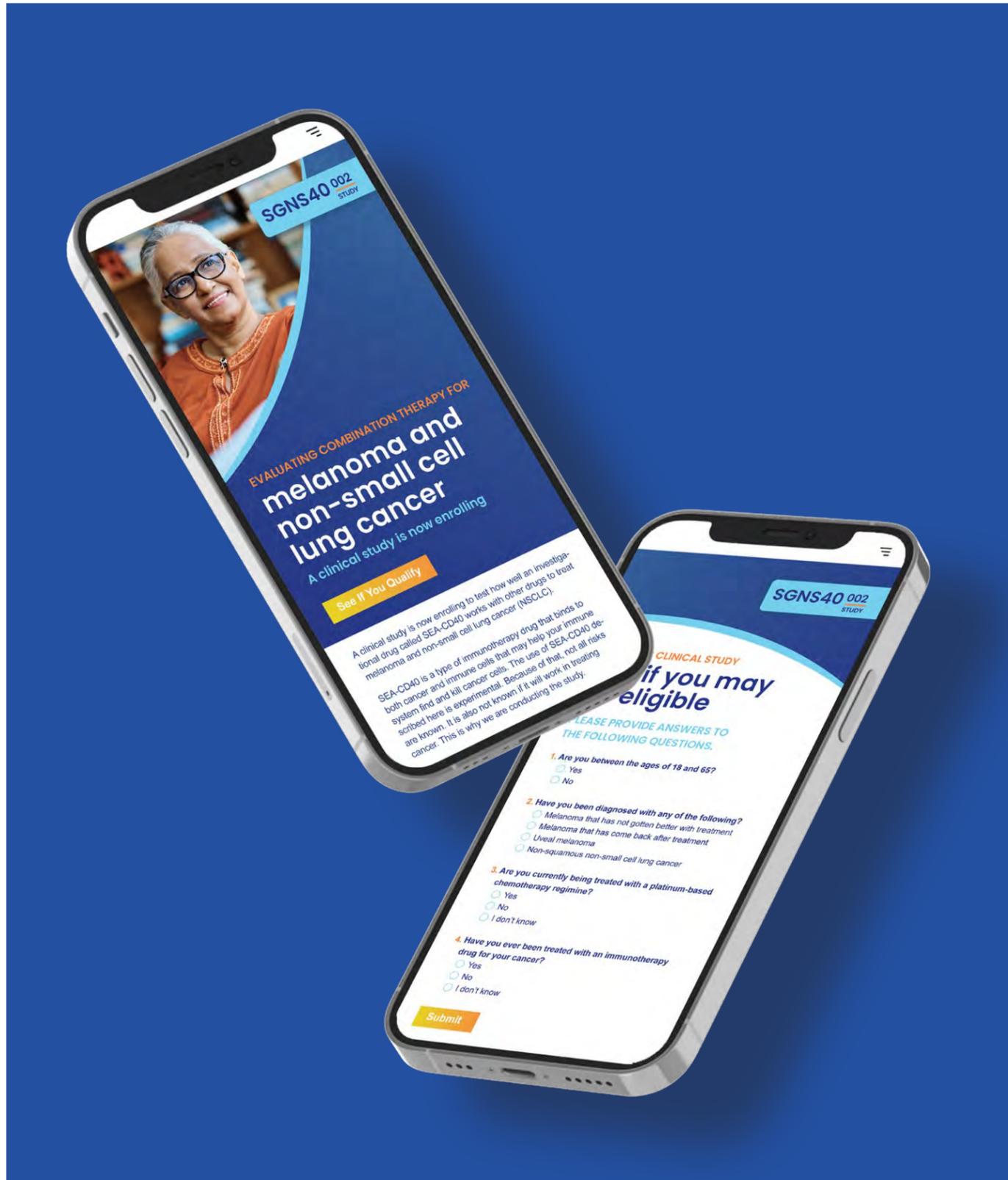














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Have progressive disease during or after first-line therapy for locally-advanced unresectable or metastatic gastric or gastroesophageal junction adenocarcinoma



Scan or please call 866-333-7436 for more information or to refer a patient.

or
Have progressive disease during or after first-line therapy for locally-advanced unresectable or metastatic gastric or gastroesophageal junction adenocarcinoma

Your Premier Partner for Clinical Trial Marketing

Stark Raving Health: Where the world's leading research organizations turn for clinical trial enrollment success.

We are more than just a clinical trial marketing agency - we're passionate about transforming seemingly impossible recruitment challenges into enrollment success. We craft integrated experiences that breathe life into complex science, making it instantly accessible and sweeping away barriers that stand between patients and potentially life-changing research.

To learn more, please visit www.starkravinghealth.com



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