

CASE STUDY

PR/Clinical Trial Recruitment: Specialty Pharmaceutical Company with a Breast Cancer Program

A specialty pharmaceutical company working in breast cancer, needed to “boost recruitment” of its clinical study. As patient enrollment criteria was very specific, recruitment efforts to date had rendered only a small number of patient candidates. The company needed to increase clinical trial awareness, so as to ultimately increase the number of study participants.

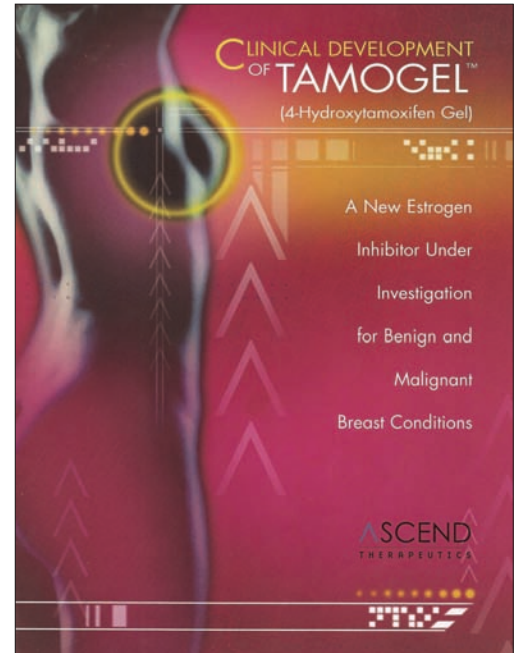
LaVoie Group partnered with the company to boost clinical trial recruitment at four key centers in the U.S., develop relationships with key academic centers and gain public awareness of breast density as a key issue for pre-menopausal women.

Public Relations/Clinical Trial Recruitment

- Develop internet video news release to distribute via e-mail to healthcare reporters across the U.S.
- Identify “study participant” spokesperson to voice her reasons for enrolling in the study
- Time campaign with “National Breast Cancer Awareness Month”
- Work with academic institutions to obtain buy-in for the program
- Secure physician spokespersons in each market
- Pitch story to key healthcare reporters in broadcast and print media
- Specifically target reporters in key local markets of clinical study sites
- Pitch PSA’s (public service announcements) in key local markets
- Develop brand name for product
- Develop a patient enrollment hotline and e-mail under brand name

Return on Investment

- Garnered national broadcast coverage by all major affiliates, i.e. ABC, NBC, CBS
- Secured full feature broadcast segments in all target markets
- Received print coverage in local markets
- Increased interest and patient screening by 100 percent
- Increased clinical trial enrollment by more than 50 percent
- Created more than 1M media impressions over 3-week period
- Established breast density as a topic to follow with the media



co-developed with Fusion Medical

