

Langland clinical trial recruitment

350,000 patients, 350+ studies, 75+ countries

Clinical trials make medicine better. But each one relies on volunteers to take part. It's estimated that almost 80 per cent of studies fail to meet their recruitment targets and around 40 per cent miss their completion timelines. At Langland, we help sites recruit participants on time and on budget by turning healthcare intelligence into creative engagement. The resulting strategies not only enrich the study experience for patients, but also motivate and support healthcare professionals too.

Our experience

- Autoimmune disorders
- Cardiovascular disease
- Central nervous system
- Dermatology
- Endocrinology
- Gastroenterology
- Haematology
- Immunology and inflammation
- Infectious diseases
- Nephrology and urology
- Oncology
- Ophthalmology
- Paediatric studies
- Rare diseases
- Respiratory
- Women's health



Case study: Asthma

Challenge:

To encourage a steady stream of diverse volunteers (young and old, male and female) to register on a central database for our client's asthma studies. The challenge was exacerbated by the large number of asthma studies competing for the same population.

Solution:

We developed the 'Lost your Breath?' campaign that made us stand out in a crowded market. Our mixed-media approach told the story of a little lost breath – a charming character impossible to place in terms of age or gender. The idea was brought to life for a television commercial that used a striking mix of stop-frame animation and real-world footage. This commercial, along with a complementary radio and text message campaign, drove our audience to a branded website where they could register.

Effect:

In two weeks, we achieved 17,237 website hits, 1,800 qualified leads and a 30 per cent conversion to site visits.

Case study: Binge eating

Challenge:

To recruit and retain 500 patients with binge eating disorder – a poorly understood condition, even by patients themselves.

Solution:

We developed a sensitive and memorable integrated campaign that highlighted the psychological side of binge eating by combining photography with illustration. Posters directed patients to an educational website where they could learn more about the study.

Effect:

The study recruited ahead of schedule and the study drug is now approved for the treatment of binge eating disorder in adults.



What we do

Strategic planning

Patient recruitment plans, study branding, market insight, market research, communication and channel planning.

Patient awareness

Global media campaigns, online and social media, patient education, including film, consent/eConsent support tools including recruitment websites.

Referral generation

Advocacy group engagement, physician tool kits.

Site support

Site tool kits, investigator and CRA training, site liaison support.

Patient retention

Patient mobile apps, protocol compliance tools, loyalty programmes and visit tracker and reminder apps.

About us

Langland is the most globally awarded health advertising agency. Our belief in the power of ideas to transform businesses and to help create a healthier world has earned us more than 300 creative and effectiveness awards, including Cannes Lions Health Agency of the Year in 2014 and 2015. With offices in the UK and USA, and as part of Publicis Health – the world's largest health agency network – we're able to deliver effective recruitment strategies anywhere in the world.

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