



SAHMRI CLINICAL TRIALS PLATFORM —————

Digital Marketing Recruitment Prospectus



**CLINICAL TRIALS
PLATFORM**

INTRODUCTION

Our mission

Our goal is to provide a comprehensive approach to digital marketing recruitment that is consistently monitored and moderated to ensure your clinical trial or research study reaches participants on time and within budget.

All advertising collateral is created to suit your specific needs and is provided to you for ongoing use.

Our team will work collaboratively with you throughout the entire process.

We will ask for your input during the design phase and throughout the campaign's duration to ensure you are always satisfied with the recruitment strategies in place.



WHAT WE OFFER

Our package

Graphic Design: Design of engaging and informative visual ads with imagery and wording suitable to your study. This includes a feedback opportunity to ensure your needs and those of your Human Research Ethics Committee are met prior to launching the campaign.

Ad Campaign Set-Up: Complete set-up and build of Facebook, Instagram and Google ad campaigns. This includes curating audience(s) relevant to your participant pool and determining the most suitable campaign objective.

Ongoing Monthly Administration: This includes regular monitoring of your campaigns to keep track of performance and recognise any inconsistencies in a timely manner.

Reporting and Review: Monthly reporting on performance and results to compare with survey responses. This includes a regular 30-minute meeting with your team to discuss performance.

Pre-Screening Survey Review: A review of your survey's design and functionality. Recommendations provided to improve brand consistency and participant experience.

If you don't currently have a suitable pre-screening survey, we also offer REDCap survey build services. This includes complete design of the REDCap instruments, logic and public survey appearance for optimal success.



WHY US? —

Our expertise



\$90.24

Average cost per eligible
study participant

The Independent Hospital Pricing Authority determines the average cost of clinical trial recruitment to be \$498.45 per *potential* participant.¹



2.55%

Average click through rate

The average click through rate across the Health industry in 2024 was 0.83%.²



41%

Average conversion rate

Of the participants who are eligible, 41% will go on to enrol in the study.

1. https://engage.ihacpa.gov.au/other/development-of-a-table-of-standard-costs-for-condu/supporting_documents/Determination%20of%20standard%20costs%20associated%20with%20clinical%20trials%20in%20Australia.pdf
2. <https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>



OUR BENEFITS

Why choose us?

Dedicated local oversight: Our team is based locally in South Australia with extensive research experience across local, national and international studies.

We provide a unique strength combining digital marketing and clinical trials expertise to ensure your study information is accurate while also appealing to the online community.

Community moderation: We believe community engagement and comment moderation are vital components to a successful digital recruitment campaign.

Comments from the general public can completely change the perception of a study and is a vital tool to building trust. This is why we regularly respond to positive feedback and hide any negative engagement in a very prompt manner.

Brand continuity: We ensure that there's a consistent look and feel across your digital ads, website presence and pre-screening survey to provide a holistic experience.

Participants want to feel trust and connection with your study, which is more likely when all brand elements are consistent across their entire journey.

What do our clients say?

Engagement of the Clinical Trials Platform Digital Marketing Recruitment service has been seamless and professional.

The team were able to understand our specific needs for recruitment and translate these into a successful campaign that has significantly and consistently boosted our trial recruitment success.

Importantly, the potential participants identified through our social media campaign are more likely to enrol in the study and continue participation.

ANDREA DEUSSEN, PREGNANCY TRIAL

The SAHMRI Clinical Trials Platform has delivered an excellent campaign, easily surpassed any we've paid for before - and a model for future recruitment. Take a bow!

A/PROF RICHARD YOUNG, DIABETES TRIAL

Partnering with the SAHMRI Clinical Trials Platform has been a key factor in the successful execution of our clinical trial and recruitment momentum, in which SAHMRI Clinical Trials Platform's ability to recruit a high number of participants has been particularly impressive.

ANATARA LIFESCIENCES, IBS TRIAL

STUDY X

Case study

Our digital marketing services have been trusted by clinical trial teams across various research areas including but not limited to, pregnancy, diabetes, mental health and chronic disease. Take this example:

Recruitment for **Study X** was at a standstill with no end in sight when the Clinical Trials Platform was enlisted to deliver a targeted Facebook and Instagram campaign. After a comprehensive analysis of the previous strategy, we implemented new ad copy and creative as well as an updated audience strategy.

Our new campaign spanned 18 months and covered 7 states and territories, ultimately accounting for 70% of all study enrolments despite launching halfway through the recruitment duration.

Overall, the campaign reached over **800,000 people**, garnered over **40,000 website views** and enrolled over **550 participants**.



Digital marketing enquiries

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