

Splash Clinical

Digital Patient Recruitment



Digital and social media are among the most effective ways to recruit patients, yet no one uses them quite like Splash Clinical. We use a unique targeted approach to maximize the potential of digital and social media in patient recruitment. Our tools allow for unmatched precision, identifying and engaging potential participants with genuine interest and higher engagement rates than traditional methods.

KEY FEATURES

Targeted Recruitment: Unlike traditional methods that rely on outdated and overused patient lists, Splash Clinical employs real-time, advanced digital and social media analytics to identify and engage individuals with genuine interest and intent to participate in clinical studies.

Efficient Pre-Screening: Splash conducts thorough pre-screening and qualification processes after our targeted outreach. The prescreening is customized for each protocol and study, significantly reducing the burden on trial sites and increasing the likelihood of successful enrollment.

Tailored Approach: We create unique recruiting strategies based on epidemiological-based models that fit your recruitment needs. Just like no two studies are the same, no two recruitment campaigns should be.

Patient-Centric Approach: Our recruitment strategy centers on inclusivity and patient advocacy. We use real-time engagement & patient advocacy groups to build community trust and encourage clinical trial participation.

BENEFITS

REDUCED RECRUITMENT TIME

By combining digital social media's broad reach and Splash's targeted approach, our solutions significantly shorten the recruitment phase of clinical trials, keeping timelines and costs in check.

REDUCED LOW INTENT PARTICIPATION

We minimize unqualified responses and the number of messages to patients using our recruiting tools rather than databases with outdated and overused data.

HIGHER ENGAGEMENT RATES

Our tailored messages resonate with potential participants, leading to higher engagement and interest levels.

A NEW TOOLKIT

Your new patient recruitment solution comes with the tools to monitor, analyze, and keep patients engaged throughout the study.

THE SPLASH TOOLKIT



The PRP enables real-time analytics tracking and study-specific patient-facing websites. Secure patient portals provide prequalified patient referrals to selected study sites, while robust websites support tailored prescreeners.



SSS is designed to provide study sites with a digital patient recruitment campaign tailored to their unique needs. With secure software, Single Site Solutions campaigns accelerate referral speed and engagement, reaching out to qualified individuals based on specific demographics like location, age, and gender.



We go beyond recruitment, offering a lens into campaign performance and progress through in-depth analytics. The real-time tracking facilitates an ongoing assessment against stated objectives, empowering a proactive approach to addressing any hurdles promptly.



In the digital age, social media is a powerful tool for engagement, yet it comes with challenges. The Comment Manager App, approved by Facebook, meticulously manages comments on social media ads and pages, reducing the risk of adverse events while keeping a detailed record of deleted comments.



SES is crafted to enhance campaign site engagement, leading to enhanced outcomes and faster enrollment. It's an easy-to-use platform bundled with onboarding, training, and support, allowing a close watch on the progress of prequalified referrals and enrollment rates per study site.



vWR amplifies the enrollment funnel by supplementing patient follow-up. It ensures a continuous engagement with referrals throughout the recruitment funnel, ensuring prospective patients stay caught up. vWR is part of our engagement center, which has contributed to a remarkable 69% increase in screening rates for participating trial sites.

Engage with Splash Clinical



Splash Clinical is redefining the landscape of patient recruitment for clinical trials. Our unique approach to digital patient recruitment enhances efficiency and effectiveness and prioritizes the experience and satisfaction of potential participants. With Splash Clinical, reach the right patients at the right time through the best channels.

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