

Educating Globally Diverse Populations Through Innovative Branding & Representative Visuals


Exceeding enrollment, screen fail, and retention targets


CHALLENGE

There is no cure for Nonobstructive Hypertrophic Cardiomyopathy (nHCM) so a large pharmaceutical company launches a global clinical trial to address this critical unmet need. This client knew that a one-size-fits-all approach would not resonate across the various patient populations they were trying to recruit, so they asked Jumo Health to develop a culturally relevant recruitment campaign that would appeal to a diverse global audience.

STRATEGY

Jumo Health developed a comprehensive digital and print curriculum that resonated with each community the study was trying to reach. Resources incorporated regionally localized imagery and were translated into 10 languages allowing participants to understand and identify with the materials. This tailored educational approach improved both recruitment and retention efforts for the study.


47%
INCREASE IN ENROLLMENT


25%
SCREEN FAIL IMPROVEMENT


100%
RETENTION RATE (to date)



📍 GERMANY

📍 JAPAN

📍 UNITED STATES

📍 BRAZIL

📍 ISRAEL