

At Digital Pharma East, Social Marketing for Clinical Trial Recruitment Took Center Stage

Last week, our [Digital & Social Strategy](#) team traveled to Philadelphia to attend the Digital Pharma East conference – the largest event focused exclusively on digital marketing for the life sciences. Our team presented [original research](#) that provides real-world patient insights into the effectiveness of digital advertising to speed clinical trial recruitment. Check out our official [press release](#) that debuts this new study.

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Effective Social Marketing for Clinical Trial Recruitment

We've all heard that social media can be a game changer in clinical trial recruitment, so we conducted a study to get to the bottom of its effectiveness. In September 2018, we surveyed 432 potential clinical trial participants in the United States. Download our [new paper](#) to find out what it takes to make content "click" in the digital age.

[DOWNLOAD](#)



To Recruit for Clinical Trials, Throw Out the Usual Ad Playbook

MM&M magazine [covered](#) our presentation at Digital Pharma East focusing on our study that traditional digital advertising rules don't apply in clinical trial recruitment.

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Your Pharma Brand's Website Is Probably Not Compliant

We analyzed websites of the top-100-selling prescription drugs of 2017 for their use of OpenGraph tags and found that the number of pharma websites that aren't compliant when shared socially was staggering. Is yours one of them?

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More Clinical Trials for More Women Thanks to Advantia, Elligo

Advantia Health, a leading-edge medical company committed to empowering women with integrated healthcare services, announced a new partnership with Elligo Health Research, which will offer Advantia's clients access to a whole new realm of resources, via clinical trials.

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These emails are designed to give you the latest thinking on the changing consumer expectations of marketing and health experiences, how leading brands are keeping up, and the important political and regulatory shifts that impact the context and content of healthcare communications. Brought to you by the experts at [Syneos Health Communications agencies](#).

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