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NEWSLETTER · IN CONVERSATION WITH ALEN HADZIC

Recruitment isn't a gamble

Alen Hadzic — founder of Clinical Trial Scan — on treating patient enrolment as an engineered system you can model before a study starts, and what thousands of ad campaigns reveal about the true cost of a patient.

Alen Hadzic — founder and CEO of Clinical Trial Scan, and a former professional athlete and musician — has one mission: remove the ambiguity from clinical trial enrolment. Where most of the industry treats recruitment as a reactive scramble, he treats it as a system that can be modelled, predicted and optimised before the first patient is ever approached.



Enrolment isn't a logistical problem. It's a measurable system.

— Alen Hadzic, on Pharma Prescribed

What the ad spend taught him

Alen came up running patient-acquisition campaigns — up to \$15,000 a day across dozens of studies — where a single clunky screening question could disqualify 90% of good candidates and quietly torch the budget. Doing that at scale gave him something rare: hard data on what a patient actually costs. A

qualified Alzheimer's lead might run \$66 in one city and \$52 in another, and after a thousand leads you stop guessing and start knowing.

Cost as a function, not a mystery

His insight is that, with the ads kept consistent, cost per lead becomes largely a function of two things: the size of the geography and the prevalence of the condition. Know the obesity rate in a country and you can predict it in a given metro; the same holds, he argues, even for rare disease. That turns a budgeting dark art into arithmetic.

From ads to a model

That's what his predictive tool does: feed it a protocol and a geography, and it estimates the cost of pre-qualified interest, then layers in the eligibility criteria that change study to study and drive everything downstream of the ad. It's a determinedly systems view of a problem the industry usually meets with hope — and a useful corrective.



Listen to the full episode

Alen Hadzic on Pharma Prescribed — at pharmaprescribed.com and wherever you get your podcasts.

Alen Hadzic is the founder and CEO of Clinical Trial Scan, and founder of the International School of Clinical Research Advertising.