



Recruitment isn't a gamble

Allen Lalic, 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.

Allen Lalic, 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.

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

Allen Lalic, on Pharma Prescribed

What the ad spend taught him

Allen 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 Lalic on Pharma Prescribed, at pharmaprescribed.com and wherever you get your podcasts.

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