

Case Study

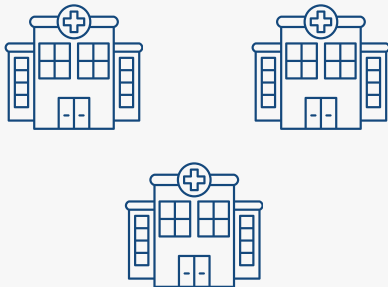
General Anxiety Disorder (GAD) 2024 -2025

Phase 2a

A Phase 2a study in patients with Generalised Anxiety Disorder (GAD) conducted across three MAC sites. A full-service programme from MAC was contracted for the execution of this study.

✓ Full Service study

✓ 3 Clinical Sites



✓ Key Rating Scales:

Hamilton Anxiety Rating Scale (HAM-A)
 6-item Hamilton Depression Rating Scale (HAM-D 6)
 Mini International Neuropsychiatric Interview (MINI)
 Scale for the Assessment and Rating of Ataxia (SARA)
 Modified Observer's Assessment of Alertness/Sedation Scale (MOAS/S)
 Columbia-Suicide Severity Rating Scale (CSSRS)
 Generalised Anxiety Disorder 7 (GAD-7)
 Penn State Worry Questionnaire-10 (PSWQ-10)
 Physician Withdrawal Checklist-20 (PWC-20)

KEY STUDY DELIVERABLES

PARTICIPANT RECRUITMENT & RETENTION

36

RECRUITMENT
TARGET

38

PARTICIPANTS
ENROLLED

106%

RECRUITED
TO TARGET

MAC exceeded
recruitment
for this study

RECRUITMENT TO TARGET (NO OF MONTHS)

Target

Actual

0 2 4 6 8 10 12

MAC completed
recruitment 7 months
ahead of target

GENERALISED ANXIETY DISORDER STUDY LEARNINGS

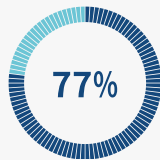
Outreach and Demographics



38 participants randomised in less than 6 months



71% of participants randomised were female







of patients randomised were aged 25-44 years old (inclusion 18-65)

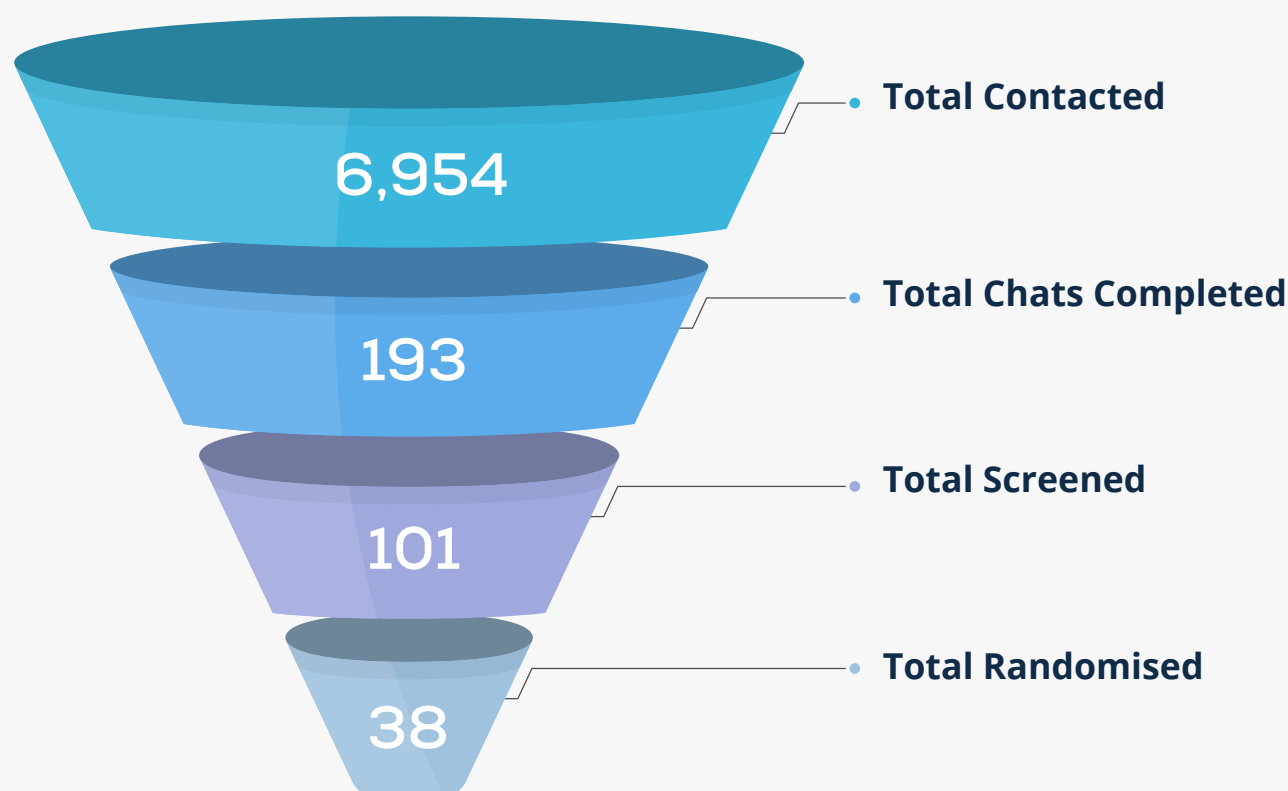


19.8 miles on average travelled to the clinic for randomised patients

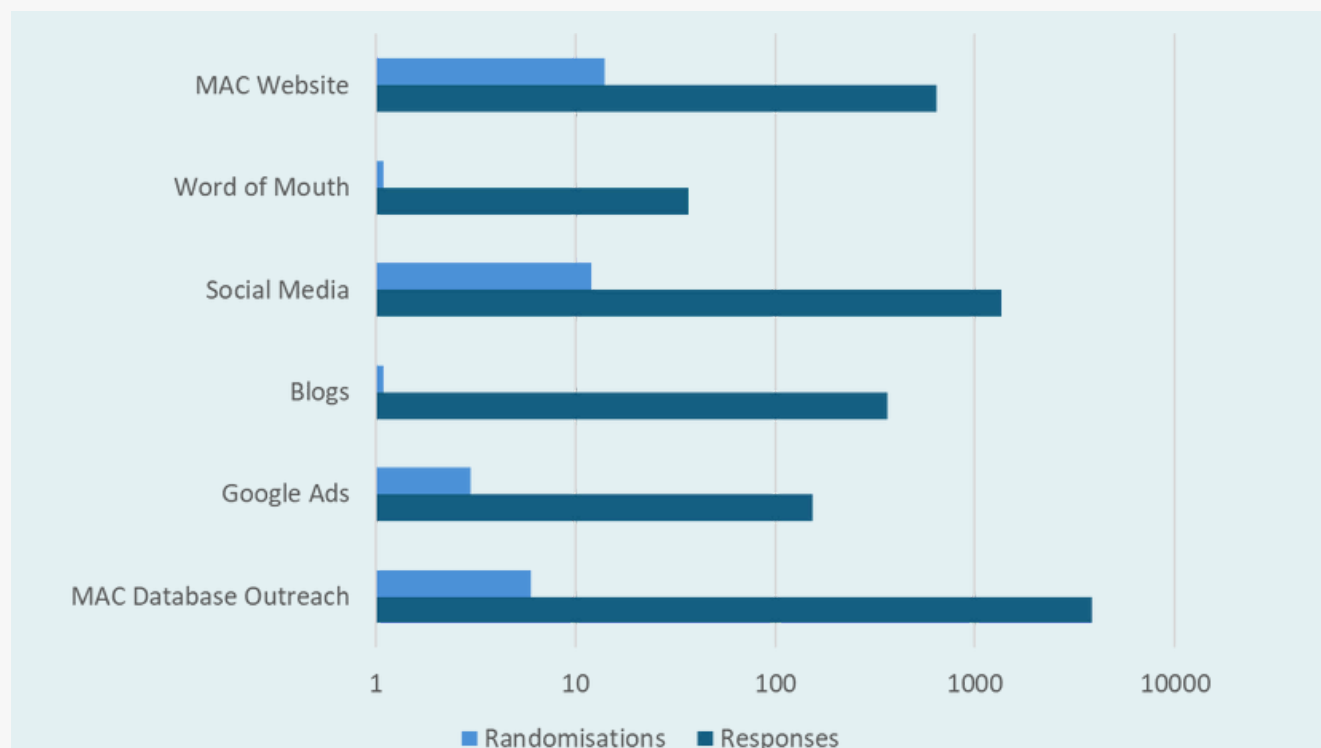
KEY OUTREACH STRATEGIES DEVELOPED

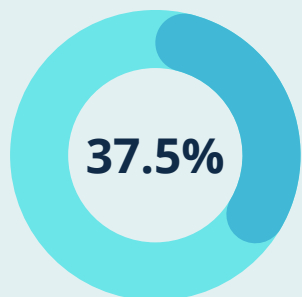
-  Digital marketing and advertising with relevant and relatable content topics
-  Built and nurtured relationships with relevant charities invested in clinical research
-  Retention plans and nurture campaigns for targeted MAC database patients
-  Patient testimonials to form case studies and build trust through social proof

GENERALISED ANXIETY DISORDER STUDY FUNNEL AND CAMPAIGNS



Campaign Responses and Randomisations





of people with common mental health conditions reported to have GAD in the UK



of people with GAD receive treatment, as it is often under-recognised and under treated

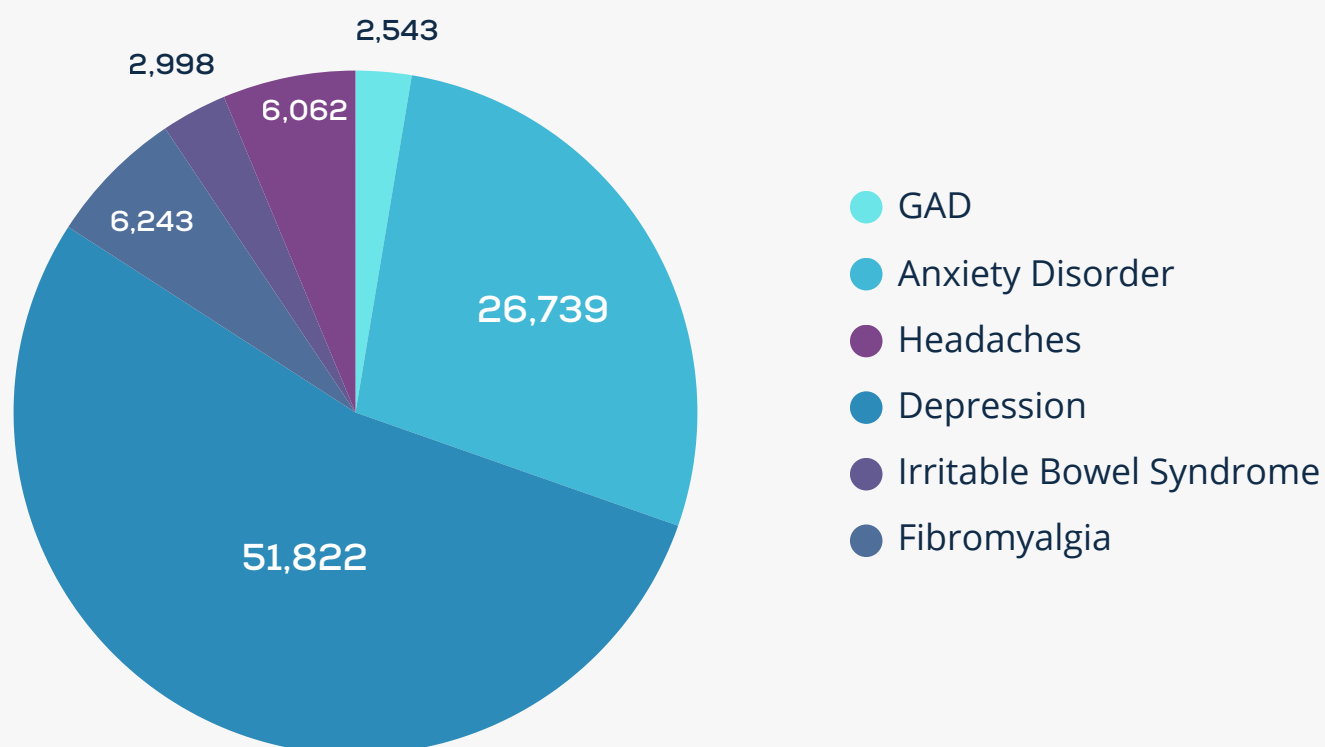
Prevalence of GAD in England, 2023/24

7.5%

With only **1/3** of those having a concomitant condition

Source: NHS England, 2025

MAC Database of participants with indications linked to GAD



MAC SUBJECT RECRUITMENT AND RETENTION

The primary focus for participant recruitment and retention included the following channels and tactics for this study:



MAC's Database

- Email Campaigns
- Text Message Campaigns



Social Media and PPC

- Social media channels with tailored content
- Google advertising
- Focus on both confirmed GAD diagnosis and symptoms of GAD



Primary Care Networks

- GP Mailings
- Promotional Materials in GP Practices



Community Activity & Charity Outreach

- Targeted Community Groups and Events
- Targeting charity support and raising awareness of the study

Example Advertisements



SPONSOR FEEDBACK



Thank you for the outstanding work which is highlighted by the high quality qEEG data.

I am thrilled with the execution of this study, at every level, and the very reasons why we chose MAC as our partner have been validated.

**Pharmaceutical Sponsor,
Clinical Program Management and Regulatory Affairs**



Follow us on social



Visit **macplc.com** to
find out more