Case Study

General Anxiety Disorder (GAD) 2025 - 2026

Phase 1b

A Phase Ib, multicentre, double-blind, randomized, placebo-controlled trial to evaluate safety and tolerability of XXX-XXXX in adult subjects with Generalised Anxiety Disorder (GAD).

Phase: 1

Countries: 1

Sites: 3

LOCATIONS



United Kingdom

Manchester

Cannock

Liverpool

Services

- Clinical Services
- Project Management
- Regs Submissions
- Recruitment
- GMP Pharmacy
- Safety Labs
- Medical Monitoring
- Clinical Monitoring
- Data Management/ Biostatistics/CSR

Key Rating Scales

- MINI (Mini International Neuropsychiatric Interview)
- HAM-D (Hamilton Depression Rating Scale)
- CSSRS (Columbia-Suicide Severity Rating Scale)

KEY STUDY DELIVERABLES

PARTICIPANT RECRUITMENT

30
RECRUITMENT TARGET

32
PARTICIPANTS ENROLLED



RECRUITED TO TARGET

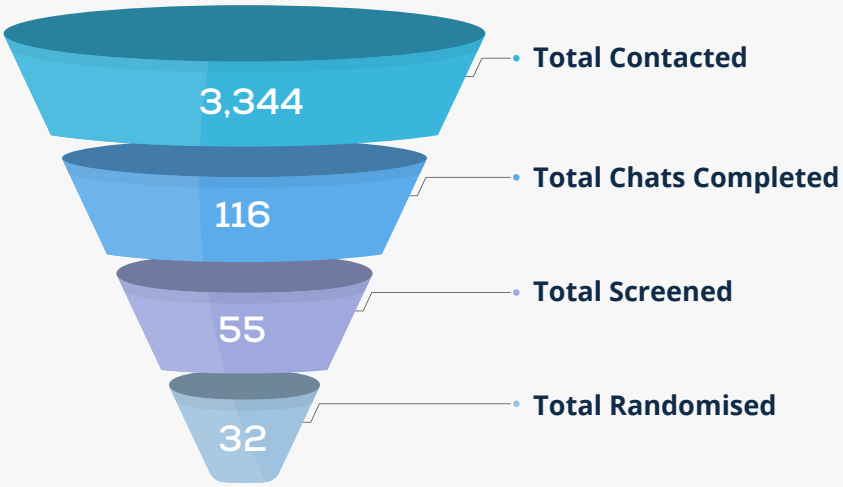
MAC exceeded recruitment for this study

RECRUITMENT TIMELINE (NO. OF MONTHS)



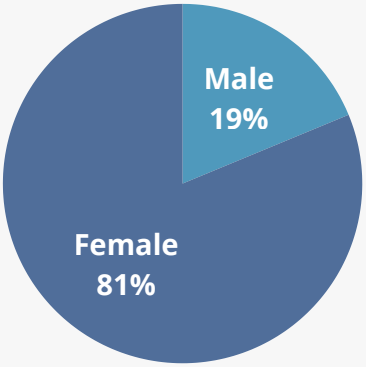
MAC completed recruitment within five months

Recruitment Funnel

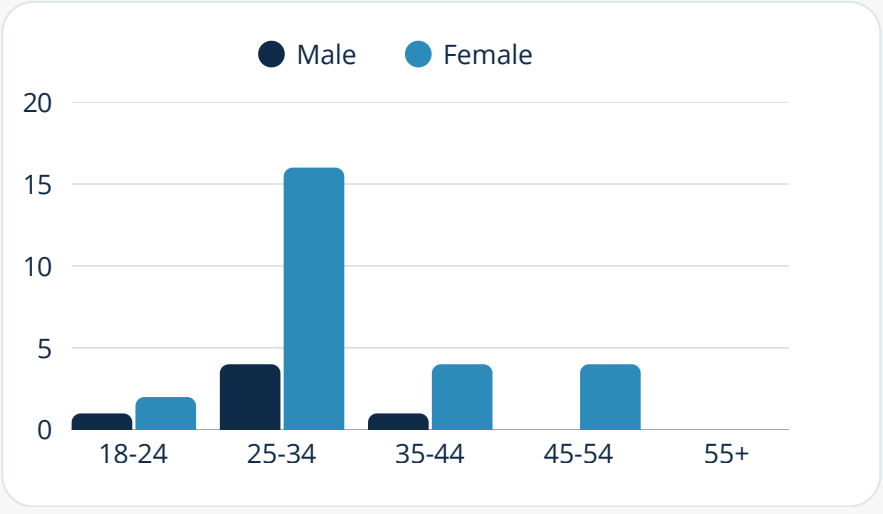


PARTICIPANT DEMOGRAPHIC

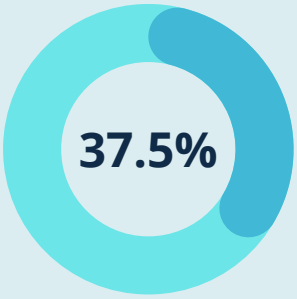
GENDER



AGE



CONDITION PREVALENCE



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

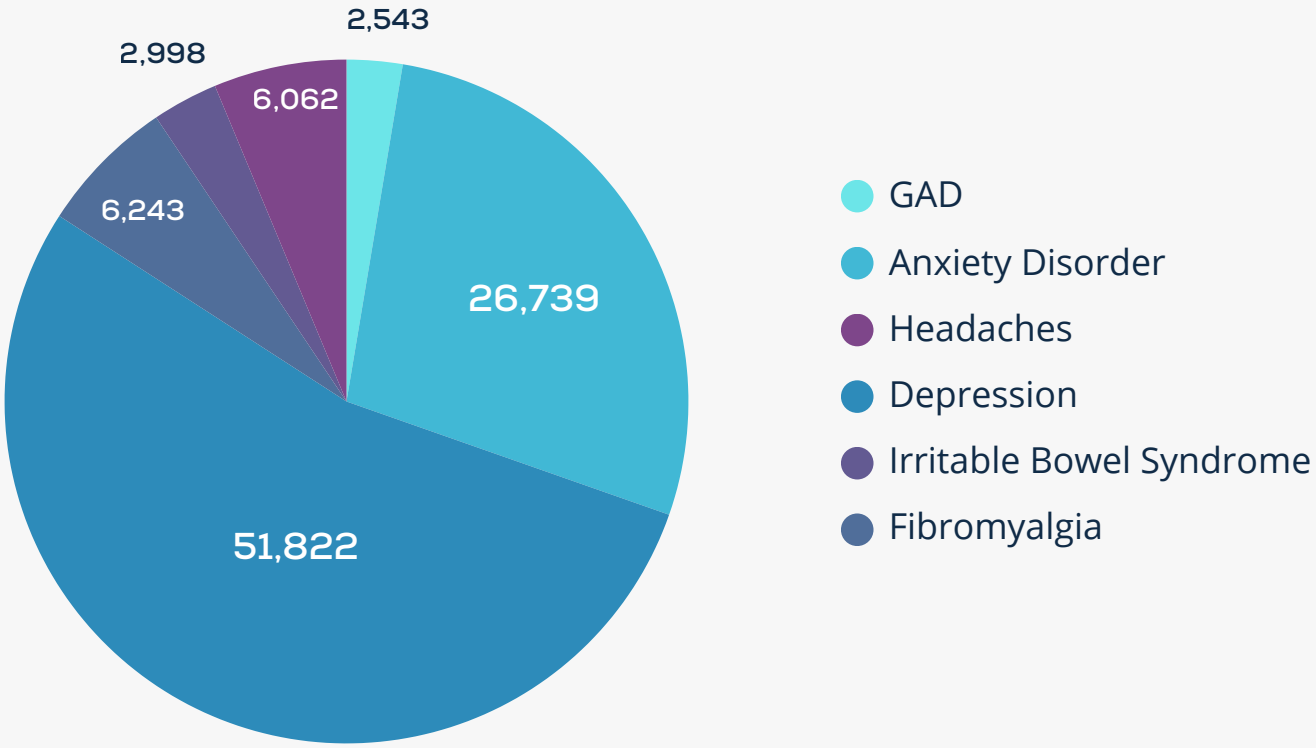
Prevalence of GAD in England, 2023/24

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

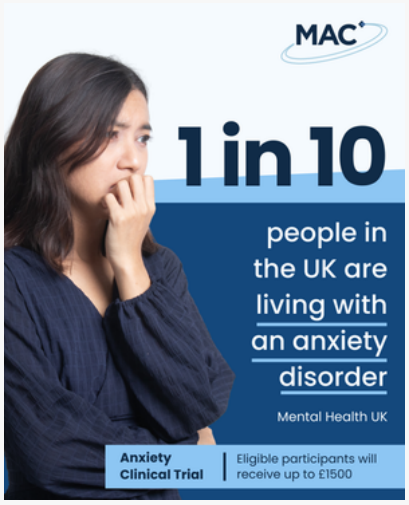
- GP Mailings
- Promotional Materials in GP Practices

Community Activity & Outreach

- Targeted Community Groups and Events
- Raising awareness of the study

Example Advertisements





SPONSOR FEEDBACK

Well done to the MAC team. We greatly appreciate your support and dedication to quality. Thanks for continuing to execute at such a high level.

We look forward to continuing our partnership.

Pharmaceutical Sponsor,
CEO

