Using Patient Recruitment to Shorten the Pathway to Diagnosis for Patients in Romania in Clinical Trial for Top 10 Global Pharma

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Challenge

In Romania, a significant barrier to diagnosing neuromuscular diseases such as Pompe disease lies in the healthcare system's structure. Patients without health insurance are required to pay for access to primary care physicians, which is a prerequisite for obtaining specialist referrals. Consequently, many individuals experiencing symptoms of neuromuscular diseases remain undiagnosed due to the prohibitive costs and lack of access to neurology specialists.

Recognizing this gap, a Top 10 global pharmaceutical company wanted to build a digital outreach and engagement program that could overcome systemic obstacles for patients and improve their access to research as a care option.

Their goals were to find undiagnosed patients in Romania suffering from neuromuscular disease symptoms and simplify their path to diagnosis through a patient-activated diagnostic awareness program.

Solution

Trialbee's experienced global team, and ability to hyper-target patient populations through Precision Recruitment, made them a natural choice for the sponsor. Working together they launched a strategic digital outreach program based on data from multiple sources (health records, consumer data, behavioral data, real-world data, etc.). With stronger insights into patients, including their behaviors and preferences, they were able to craft engaging messaging designed to educate and inform patients, then reach them through their preferred channels.

The program then guided interested patients through the process via digital engagement, making it easier for patients to be referred by a primary care provider to a specialist. Live medical secondary screening to pre-qualify referrals, maintain engagement and momentum, and guide individuals through the primary care referral process. Trialbee's Honey Platform™ allowed the study team to easily track patient engagement from initial interest through enrollment, offering a seamless and integrated approach to patient identification and referral management.

Results

Through working with Trialbee, the pharmaceutical company was able to successfully launch their vision for digital, patient-activated diagnosis of neuromuscular disease in Romania.

Improved Diagnosis Rates

Over 10% of patients who were referred through the program newly received a diagnosis of a neuromuscular disease, significantly shortening their journey to treatment

Increased Access to Specialist Care

Patients who previously were unable to connect with specialists due to cost barriers were now able to get the care they deserved

Improved Patient Awareness & Education

Raising awareness and educating potential patients about neuromuscular disease, highlighting the importance of diagnosis

Better Decision Making due to Real-Time Analytics

The Honey platform allows study teams to more easily monitor the patient referral process while also gathering insightful data on the patient population

Ready to take control of your recruitment? Contact solutions@trialbee.com to get started.

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