GLOBAL PHARMA SAVES 4 MONTHS RECRUITMENT EFFORTS WITH DIGITAL CAMPAIGNING

Trialbee's Smart Patient Matching Drives 30% Referral Conversion Rate

trialbee

Challenge

A large global pharma initiated a phase III study testing the efficacy of combining two existing drugs in overactive bladder patients. The study planned to enroll 3,500 patients worldwide, 120 of which were to be recruited over a 10-month period across 15 sites in multiple countries in the Nordic region.

Solution

Trialbee was engaged from study start to ensure enrollment deadlines were met as planned.

Trialbee provided the pharma a seamless patient recruitment experience powered by real-time analytics. Clinical profile data, including epidemiology, target geography prevalence, comorbidities and other protocol-specific criteria, in addition to patient-related data such as demographics, behavior, interests and needs were used to identify relevant patient populations.

Clinical and patient profiles were used to establish a smart digital presence with customized messaging positioned across a targeted mix of social media channels and digital outreach.

Identified patients were electronically screened by directing them to a study-specific landing page which included additional study details, patient consent and a questionnaire based on inclusion criteria to ensure qualification. Qualified patients were then telephone pre-screened by a trained nurse panel to validate high-quality referrals to investigative sites.

30% REFERRAL CONVERSION RATE

STUDY OVERVIEW

• Phase III overactive bladder trial

• 15 sites across Nordic region

• 120 patient-enrollment target in Nordic region

• 10-month targeted recruitment timeline

OUTCOME

• 120 patients randomized in just 60% of allocated time

• 30% referral conversion rate

• 4 months recruitment efforts saveds

Outcomes

Trialbee's Smart Patient Matching solution delivered above and beyond original recruitment targets, leading to tangible benefits for the sponsor. 120 patients were fully randomized in just six months, 60% of the allocated time. Site referral conversion rates were particularly high, with 120 patients enrolled from only 394 referrals.

Additionally, almost 4 months of recruitment efforts were saved through targeted digital campaigning. The pharma originally forecast up to 10 months to enroll 120 patients. However, Smart Patient Matching allowed the company to refer 394 patients to sites in just 6 months.

Additionally, investigator site burden was reduced through e-screening and nurse panel evaluations of referred patients. Only highly-qualified patients were referred and activated at each site, freeing site staff to focus on mission-critical tasks.
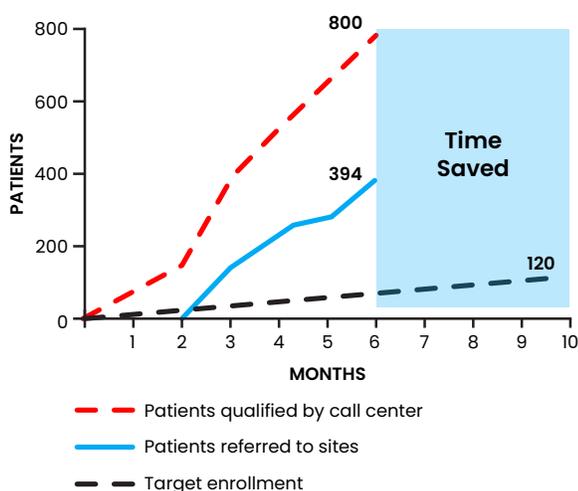
30%
30% referral conversion rate

40%
40% randomization savings

4
4 months recruitment savings

Trialbee Smart Patient Matching

Seamless patient recruitment experience powered by real-time analytics. For more information or to schedule a demo, email us at solutions@trialbee.com or visit us at trialbee.com.

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