

## Discover The Tools You Need to Find And Enroll Qualified Study Participants

With almost a decade of experience matching and enrolling patients, Trialbee is purpose-built to reduce enrollment risk and efficiently meet global clinical trial timelines. Inspired by the shift from traditional clinical trials to hybrid and decentralized clinical trials, Trialbee has developed a platform driven by data science to optimize patient matching along with an analytics-driven approach to enrollment, simplifying the patient journey while lowering site-burden. These insights and analytics lead to tangible improvements to patient recruitment as well as enrollment strategies that accelerate clinical trial timelines and unlock operational efficiencies.

### Data-Driven Patient Matching

Trialbee Hive™ is a participant-matching platform that harnesses the power of data science to target the most relevant patient population for your study. Identify and match the largest group of the most motivated patients for your clinical trials by leveraging real-world data, tailored to your clinical trial's unique needs with the most advanced recruitment strategies.

Leveraging Trialbee Hive™, our Trialbee Recruiting Services are a comprehensive recruitment and pre-screening solution for your trial. Discover the tools you need to find and enroll qualified study participants.

- Find the ideal candidates: Our data-driven model attracts and retains the most highly-qualified and motivated patients for your clinical trial and helps ensure they are converted from potential to enrolled study participants.
- Utilize a smart, digital presence: With access to more than 350 million electronic health records and 200 million insurance claims, Trialbee's "smart" platform identifies the ideal candidates for your clinical trial with customized messaging across the online channels potential participants utilize most.
- Efficient pre-qualification: Trialbee's online-based triple-qualification process helps recruit the highest-quality candidates for your specific clinical study.
- Nurse-panel interviews: Nurse-panel screening protocols customized for your clinical trial ensure potential subjects meet study requirements to help enhance enrollment.
- Follow potential participant progress: With access to real-time data, study sponsors can track the progress of potential study participants throughout the enrollment process.

### Trialbee Hive™

Apply Data Science to Real-world Data to Ensure Enrollment Timelines are Met

- **A more effective way to recruit for your clinical trial: Reach your recruitment goals by scaling your ability to reach a motivated, diverse and qualified pool of patients.**
- **Expand your pool of potential participants: Global real-world data (RWD) operationalized with advanced data science and meaningful, specific recruitment strategies provide an exponentially wider reach than traditional databases to enroll your study with highly qualified patients meeting or exceeding study timelines**

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### Reach the Right Patient at the Right Time

Nearly 80% of clinical trials fail to meet enrollment timelines, and approximately one-third (30%) of phase III study terminations are due to enrollment difficulties (Setheraman et al., 2018). Finding the right patient to enroll in a clinical trial is a difficult task.

Through extensive research comprised of understanding the indication, region and specific audience personas, Trialbee develops a comprehensive plan to reach the right candidate when he or she will be most receptive to the message.

- Trialbee translates various data points used to define the target audience to then identify the channels, platform and data needed to find the prospective patient for the trial.
- Once this user journey is identified and backed by audience insight data, Trialbee creates tactics by channel aimed at reaching the specific core audience. In addition to identifying the channels, platform and targeting tactics, we implement various strategies to not only contextually align with content, but to create new touchpoints along the patients' journey to reinforce the message by way of daypart targeting, weather trigger, and keyword/app list targeting.
- Post campaign launch, the team optimizes recruitment activity daily through both creative messaging and audience definitions to maximize qualified sign-ups. 🔄

- **Get the right patients for your trial:** Aggregate disparate data silos, employ advanced data science techniques such as look-alike modeling, and scale reach by targeting the optimal channels for your clinical study.
- **Let data do the work:** Learn more about how an innovative recruitment approach using electronic health records, claims data and targeted digital communication can help identify and match the ideal participants for your clinical study.

