



WHITEPAPER

Take Control of Patient Recruitment with **Trialbee Honey**

Next Generation of Study
Team Empowerment

 trialbee

Next Generation of Study Team Empowerment

Recruitment and enrollment in clinical trials remain key sources of cost and frustration for sponsors. Recent data shows that nearly 80% of trials fail to meet enrollment timelines and that approximately one-third of all Phase III study terminations are a result of poor enrollment. These persistent challenges can lead study leaders to feel helpless. Traditionally, study teams have had little to no control over study recruitment and, as time has passed, the belief that recruitment must be difficult and chaotic has grown roots. Many feel that lengthy recruitment periods and over-recruiting are unavoidable constants and that, in terms of enrollment diversity, you simply get what you get.

In the midst of this chaos, the most popular and widely used strategy has been to cast as wide a net as possible. This means that study teams will employ multiple recruitment vendors in order to execute multiple recruitment campaigns. This has produced modest success in terms of generating numbers of potential candidates, but it provides little insight into where the best candidates come from – information that could be used to build repeatable recruitment programs that work. So, while sponsors may have control over their recruitment budget, they enjoy very little or no control over outcomes and they continue to lack the data necessary to help them use those same budgets to optimize enrollment.

Enrollment Optimization – Yes, It Is Possible

Recent years have seen a seismic shift in the use of new technologies to facilitate clinical trials. The majority of these technologies, particularly those commonly used in decentralized clinical trials (DCTs), help by enabling better patient experiences. These approaches are allowing sponsors to open research access to larger and broader groups of candidates, and are proving to keep patients engaged over the course of a study. Trialbee has found that applying a patient-first way of thinking specifically to the recruitment phase is similarly beneficial.

Trialbee has developed Honey, a centralized, digital infrastructure for recruitment, which has resulted in a patient experience ideal for today's DCTs using tools such as telehealth and eConsent capabilities. For the first time, tracking and measurement of all recruitment activities, regardless of which source or vendor is referring patients, is possible. Backed by advanced data science, Honey creates highly accurate

By the Numbers: Why We Need to Optimize Clinical Trial Recruitment NOW

50,000

The approximate number of clinical trials planned to kick off within the next 5 years

10,000,000

The approximate number of patients needed to successfully complete these trials

125,000,000

The approximate number of patients needed to start the recruitment and enrollment processes in order to attain 10 million retained enrollees

\$25,000

The approximate cost for a single patient to complete a trial

\$25,000,000,000

The approximate total cost for all open trials and all patients completing a trial

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patient profiles and enables campaigns tailored to patients who fit those profiles – meeting them where they are. Campaigns guide patients to a single digital place, custom URLs and purpose-built landing pages, so sponsors know in real-time which channels are performing well. This allows for truly adaptive recruitment – by knowing which recruitment strategies and campaigns are bringing in the best candidates, study leaders can allocate resources to the most effective channels (e.g, Google ads, Facebook ads, etc.) and recruitment partners.

The speed at which sponsors are learning about their candidates is also helpful in terms of trial site optimization. Sites will be seeing the candidates funneling in and will respond accordingly to begin the eligibility vetting process. The Honey platform shows sponsors which sites are the most efficient in their follow-up – which ones are best at getting eligible candidates enrolled quickly. With this information, sponsors can focus recruitment efforts to guide more patients toward these high-performing sites, while identifying strategies to improve lower-performance sites.

Access to data regarding where candidates are coming from holds the potential to help sponsors finally make real strides in increasing the population diversity of enrollees. Again, once sponsors see which recruitment campaigns are resonating with certain demographics of patients, they can allocate budget toward those channels that are able to deliver the most representative group of study participants.

Successful implementation of a recruitment strategy powered by Honey can result in improved recruitment timelines, a better experience for patients, streamlined recruitment processes, increased candidate diversity, and higher performing sites. We have seen a great deal of success with this approach on behalf of our customers. For example, a non-traditional and newer entrant into the clinical trial services market, seeking to expand the scope of its services to include clinical research, has worked closely with Trialbee to centralize all its patient recruitment activities on the Honey platform. They are currently using this technology to optimize enrollment timelines and integrate the rich data and metrics into their broader digital recruitment strategy.

In another example, we are helping a mid-size biopharma organization deploy a software-as-a-service (SaaS) solution for all of its studies in five distinct therapeutic areas over the next two years. This customer has observed the value of being more patient centric, as our approach has already significantly impacted enrollment outcomes. The deeper insight the patient data now provides allows them to be more targeted and to identify the unique needs of the patients they seek to enroll.

What Does Recruitment Optimization Look Like?

Using a patient-centric, data-driven recruitment platform such as Honey means that study teams can finally take more control of the recruitment process. The flow of data about where candidates are viewing and engaging with recruitment messaging empowers study teams to take action by allocating resources to the channels – and the sites – that produce the best, most qualified patient candidates. Study teams can also adjust recruitment campaigns in progress to ensure they are reaching a more diverse and representative pool of candidates. What's more, study leaders see in near real-time which sites are attracting the best candidates and how efficiently they are moving them from interested to enrolled.

Understanding and acting on those strategies and messages that resonate with candidates helps to improve the patient experience. The Trialbee profiles begin by doing the work to truly understand the patients sponsors need for their trials. It goes beyond simple demographics to dive into their lifestyles, how they talk and, of course, the types of media they consume online and through other channels when they seek information. By meeting patients where they are, we can ease their path to clinical trial participation which, in turn results in more and better candidates for sponsors. All of this equates to more success in meeting recruitment and enrollment timelines and holds great promise to enrolling a group of high-performing patients with good retention over the course of the study.

Sources

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