CASE STUDY:
MDD & PTSD

EXPLORATORY MDD AND PTSD STUDY TO DISCOVER POTENTIAL NEW BIOMARKERS

Leading Global Pharmaceutical and Healthcare Leader Turns to Trialbee to Accelerate Learnings Around Patients with Major Depressive Disorder and Post Traumatic Stress Disorder

trialbee

Challenge:

A large, global pharmaceutical sponsor launched a study to increase their knowledge around potential biomarkers for major depressive disorder (MDD) and post-traumatic stress disorder (PTSD). Recruitment for the study proved challenging for a variety of reasons. The study itself required participants to stay in the clinic for 24-hour periods. During these 24-hour periods, male and female patients were both present, a situation that made participation more difficult for female patients suffering from PTSD stemming from trauma that involved a male. Unlike other studies, this program was not researching a new therapy, nor was the sponsor able to offer financial compensation to participants. Finally, the potential study participant population was already limited to patients living within the geographic areas connected with only four clinical trial sites.

Solution:

The need to recruit a highly-specific patient population – those with diagnosed MDD and/or PTSD who also were willing to participate based solely on altruistic motivations – led the sponsor to work with Trialbee. Due to the small size of the study, along with budget constraints, Trialbee developed a strategy focused on its proprietary, data-driven patient profile targeting. After developing accurate target-patient personas, Trialbee deployed a pulsed advertising strategy. They advertised in channels determined most likely to reach the target patients for two weeks, then paused the campaign for the next four weeks. This allowed them to gather insights from the two weeks of activity that helped further refine the patient personas and the messaging most likely to resonate.

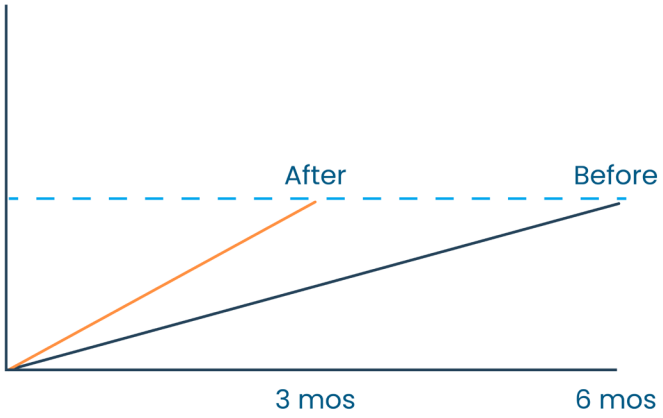
Study Overview:

- Exploratory MDD and PTSD study sought to determine potential new biomarkers
- Small study could offer little incentive to participants – no financial compensation and no therapy being studied
- Study required much of participants, including 24-hour clinic stays.
- All of these factors combined to make recruitment difficult

Outcome:

- Trialbee deployed a strategy that defined an MDD/PTSD patient with altruistic motivations, then targeted recruitment activities toward that type of individual
- Recruitment goals reached 2.5 months ahead of deadline
- Delivered results above-and-beyond the call: Trialbee tasked with producing referrals and consents – they exceeded those goals and produced fully randomized participants
- Solution deployed and successfully executed within budget

Outcomes:



Trialbee met enrollment goal in

50%

of the time

Trialbee was asked to produce 10 percent of the study's total patient recruitment goal within six months.

In just three-and-a-half months, Trialbee exceeded the 10 percent threshold for referrals and consents while going beyond the call to deliver four successfully randomized participants into the study.

All of this was accomplished within the sponsor's budget.

For more information on Trialbee's clinical trial recruitment solutions, or to schedule a demo, email us at solutions@trialbee.com or visit us at trialbee.com

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