

A hand in a white shirt sleeve points towards a computer monitor. The monitor displays a grid of data tables on the left and several line graphs on the right. The background is a blurred office setting with a blue chair.

**CASE STUDY:**  
**Hive Digital Marketing**  
**Impact**

## **BETTER ENROLLMENT THROUGH BETTER DATA**

With an innovative and intuitive SaaS platform, global clinical trial sponsors can sign up qualified patients faster. How? As more patient information is added to the database, the algorithms within the platform update patient targeting – so the system constantly grows and becomes more accurate.

 **trialbee**

## Challenge:

The clinical research space is often slow to adopt new approaches and strategies. While data-mining, including the use of AI and machine learning, has been growing in recent years, the industry is still not realizing the full potential of the data being collected in clinical trials every day.

## Solution:

Trialbee has identified strategies being used to great effect in other industries and is now applying them to advance clinical trial recruitment and enrollment. Through their innovative Honey recruitment platform, Trialbee has gathered anonymized data from thousands of patients across the globe. This data has been used to create highly accurate patient personas, allowing Trialbee to help sponsors find the right patients faster and more cost-effectively.

Now, Trialbee is seeking to further refine the data collected in the Honey platform by loading it into their Hive platform. Hive applies leading-edge data science to real-world data to both broaden and focus outreach efforts, allowing researchers to reach targeted patient types wherever they are and in compliance with both local and global privacy and security regulations. In this case, HIVE leverages the collective information gathered by Honey and other data providers over years of use. All data is de-identified and modeled - or "lookalike" - audiences are shared between Honey and Hive. By providing this capability in one innovative and intuitive SaaS platform, Trialbee is looking to disrupt and redefine clinical trial recruitment and enrollment.

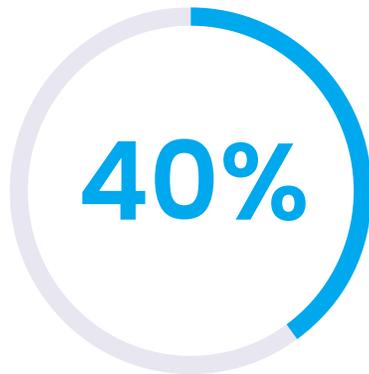
## How it Works:

Prior to launching a recruitment campaign, Trialbee gathers relevant data from Honey, EHR, Claims and anonymous consumer data to create the patient profile. This information is then funneled through the Hive process, further building and refining modeled audiences based on real patient inputs. These real time inputs include direct feedback by patients, geographic information, how they interacted with the campaign (laptop, phone, tablet, etc.). All of this information helps to refine the type of person most likely to respond favorably to the recruitment campaign. It can also help to refine the campaign itself, allowing researchers to make adjustment to their campaign messaging, outreach channels, and more.

## Outcome:

The result is a patient profile database that continues to grow and become more accurate. As more patient information is added to the database through Honey, the algorithms within the Hive platform update all available patient targeting mechanisms. This means the system is constantly growing and becoming more accurate.

## Outcomes:

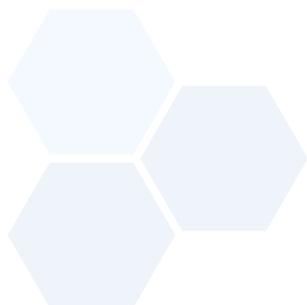


**Trialbee**  
resulted in a  
40% Increase  
in qualified  
signups

- One study has seen a 40% increase in qualified signups (number of eligible participants to pass the pre-screen)
- Another study saw an approximate 10% decrease in incomplete patient self-assessments in just two weeks
- That same study saw a 10% increase in eligible patients passing the self-assessment in that same 2-week timeframe



For more information on  
Trialbee's clinical trial  
recruitment solutions,  
or to schedule a demo,  
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