



CASE STUDY

Oncology / Rare Disease



How data-driven **Precision Recruitment** and the **Trialbee Honey™** platform connects with Carcinoid Syndrome patients - and manages recruitment ROI across advocacy groups

Challenge

Carcinoid Syndrome associated with neuroendocrine tumors (NETs) is extremely rare. NETs account for approximately 0.5% of all newly diagnosed cancers (12,000 in the U.S. in 2021) – and only 10% of these will develop Carcinoid Syndrome.

As a consequence, patients are hard to find and reach – and most often, they are very involved with their extended care team and not necessarily searching for clinical trial opportunities on their own.

For these reasons, enrolling patients in these kinds of studies can cost sponsors hundreds of thousands of dollars per patient – and typical recruitment strategies employed for other disease trials simply do not work with these patients.

In addition, utilizing multiple sites in multiple countries created new challenges for localization, timelines, recruitment, and site engagement.

Solution

Understanding this, our customer built a wide-reaching approach for recruiting patients into its trial of a new therapy to treat the often-debilitating symptoms of Carcinoid Syndrome.

They planned a combination of outreach tactics to Carcinoid Syndrome advocacy groups, physician outreach, and digital marketing directed at patients. While a sound strategy, the team realized that their existing resource model made it difficult to manage all three approaches at once. They were unable to easily track how each channel was performing and couldn't make quick adjustments to improve.

The company realized quickly they required a solution to unify and centralize all of their outreach activities and understand results for their numerous advocacy groups, while also implementing precise digital recruitment to identify and connect with patients likely to qualify for the trial.

To achieve both goals, they selected Trialbee as its partner to implement an integrated solution to...

> Find and Quality Ideal Patients

Trialbee's Precision Recruitment services meet patients where they are in their journey with data-driven modeling, hyper-targeted digital outreach, and live medical secondary screening.

> Track Advocacy Group Performance and ROI

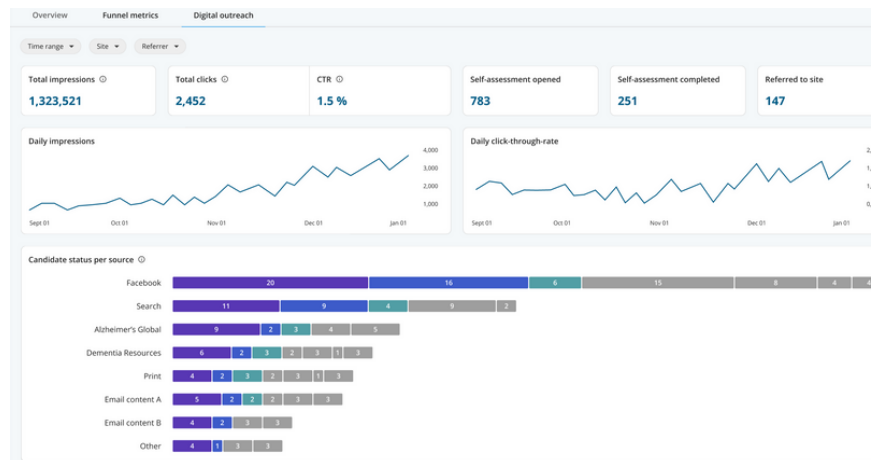
The Trialbee Honey™ platform creates a single funnel for all recruitment partners and channels, including the numerous advocacy groups to provide unprecedented visibility into ROI for better investment decisions.

> Turn Insights into Action

Honey helps continually improve results with robust analytics dashboards, downloadable candidate reports, and patient interaction heat maps that inform better outreach materials, pre-screener questions, and screening scripts.

> Ensure Recruitment Success

Trialbee global experts go well beyond typical project management with active hands-on guidance, practical and specific recommendations, and collaborative site relationship building on an ongoing basis.



Trialbee Honey Omnichannel reporting visually showcases performance across all recruitment advocacy groups, partners, and channels so customers can make informed investment decisions that drive proven results

Results and Benefits

As a result, Trialbee enabled our customer to approach patient recruitment differently. With the Honey platform at its core, we developed an efficient and effective process for connecting patients to the study that allows its partners and advocacy groups to succeed – featuring community awareness, hyper-targeted digital outreach, pre-screening questionnaires, live medical secondary screening, site management, and ultimately consent and enrollment.



This recruitment strategy paid immediate dividends.

To meet the team's ambitious recruitment timeline goals, Trialbee's experienced project managers leveraged best practices and Honey technology to go live ahead of schedule with custom-built, hyper-targeted recruitment campaigns in just 4-6 weeks.

Within just a few weeks of launch, **20+ potential participants** had engaged with digital materials and completed the pre-screener for live medical screening. 25% were pre-qualified and were referred to sites for evaluation, consent, and enrollment – a significant initial outcome given the limited prevalence of this ultra-rare condition.

Every patient was funneled into a **centralized view** in Trialbee Honey, where the study team was able to track performance and **manage ROI in real time** across all recruitment partners (including Trialbee) and their many patient advocacy groups. Over time, these insights will allow the study team to take action by prioritizing the channels and tactics that yield the best results.

Meanwhile, data insights from the patient journey allow Trialbee to feed learnings back into the recruitment plan to optimize results – for example, by **analyzing drop-out rates** to **fine-tune** digital targeting criteria, messaging in ad materials and study landing pages, pre-screening questionnaire questions, and secondary screening scripts.

Trialbee's signature combination of technology, people, and passion created such a strong and valuable partnership, and started the Carcinoid Syndrome trial on such a positive note, that our customer has already partnered with Trialbee to support **three additional new trials** for rare oncology diseases.

As a pharmaceutical company focused exclusively on rare diseases, our customer is passionate about, and committed to, doing the right thing for their patient and caregiver communities.

Trialbee allows them to tailor outreach that connect patients to relevant trial materials, and the Honey Platform shows which advocacy groups and tactics work best so they can focus our efforts (and budget) accordingly.

Due to the encouraging early results of the partnership, the company has already contracted three additional trials with Trialbee.

We are excited to see how many new patients we can reach together for these exciting clinical trials.

**Success
At a Glance**

Pharmaceutical Company
Carcinoid Syndrome
Phase 2

- Hyper-targeted Precision Recruitment
- Trialbee Honey centralized funnel
- Real-time ROI reporting of advocacy groups
- Expert project guidance and collaboration