

RARE ENDOCRINE / ONCOLOGY
Carcinoid Syndrome and CAH



Connected **15 Rare Disease Patients**
in **First Four Weeks** - and Managed
Global Recruitment for All Trials and
Sources with the Honey Platform™

Succes at a Glance

- Centralized recruitment for two concurrent rare disease trials, multiple sources, and sites
- Connected **15 rare disease Carcinoid patients in first four weeks**
- **Honey Platform** managed ROI for all vendors, and advocacy groups to improve budget mix
- Biotech and sites so impressed with Honey they adopted it as **enterprise SaaS for all trials**

Challenge

Recruiting patients for clinical trials focused on rare endocrine diseases - such as Carcinoid Syndrome and Congenital Adrenal Hyperplasia (CAH) - is both difficult and expensive.

The rarity of these conditions results in a very small pool of potential participants. 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.

Similarly, Congenital Adrenal Hyperplasia (CAH), a group of genetic disorders affecting the adrenal glands, also has a low prevalence – occurring in about 1-in-15,000 births.

Consequently, patients are hard to find and reach, meaning virtually every such trial must look globally to enroll enough patients. Further, these patients are typically 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 creates even more challenges related to localization and site engagement.

Solution

Understanding all of this, the biotechnology company built and launched a multi-faceted approach to recruitment for its studies. Initially, they sought to mobilize multiple partners simultaneously from both their networks of advocacy groups and other recruitment partners.

They soon realized, though, that their existing resource model made the efficient management of all these partners difficult. With their existing tools, they were unable to easily track how individual partners and their various recruitment strategies were performing, making it impossible to make quick adjustments.

They knew they needed a solution that could unify, centralize, and visualize all data coming from their partners to help guide decision making. To achieve this, they selected Trialbee to provide expert-level guidance and global services, along with their Honey Patient Recruitment Platform to...

Find and Qualify Ideal Patients Globally

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 with a nurse. Trialbee's global recruitment expertise allowed the biotech company to build effective strategies for patients in 6 countries.

Track Advocacy Group Performance and ROI

The Honey Patient Recruitment Platform creates a single funnel for all recruitment partners and channels, including the biotech company's numerous advocacy groups, providing unprecedented visibility into ROI for better investment decisions.

Turn Insights into Action

Honey offers 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's global experts go well beyond project management with active hands-on guidance, practical and specific recommendations, and collaborate site relationship building – all on an ongoing basis.

Results and Benefits

Leveraging the global experience of the Trialbee team, the biotechnology company was able to develop an efficient and effective new process for unifying all partner data, powered by the Honey Platform.

This process would help connect patients to studies in ways that help the company's recruitment partners and advocacy groups to be more successful.

- **New site and patient materials** designed to educate potential participants and to help healthcare providers raise awareness and have conversations with their patients about research opportunities
- **Hyper-targeted digital outreach strategies** that meet candidates where they are in their health journey with resonant and engaging messaging
- **Medical secondary screening** to pre-qualify patient referrals, leading to more reliable enrollment and less follow-up for site teams

With Precision Recruitment and Honey, the company's new recruitment strategy paid immediate dividends. Key results include:

- Recruited **15 rare disease Carcinoid patients** in first **4 weeks** alone
- **Evaluated ROI** to manage performance of advocacy groups and other partners, leading to faster, more informed decision-making around budget
- **Continually improved screening scripts** and digital targeting criteria by analyzing drop-out rates and other funnel metrics
- **Implemented the SaaS Honey Platform** enterprise-wide to manage recruitment across their entire portfolio

As the partnership continues to grow, the biotech and Trialbee consistently collaborate on a third study, for **Cushing's Disease**, to connect patients with rare endocrine and oncology diseases to exciting clinical trial opportunities worldwide.

To take control of global recruitment for your next clinical trial, visit www.trialbee.com.

From Full-Service to SaaS

Trialbee Honey is the industry's leading SaaS Patient Recruitment Platform (PRP). By using it on these three trials, the study team and site users were so impressed that the biotech decided to implement it enterprise-wide across all their studies - providing the centralization, data standardization, transparency, and ROI tracking they need regardless of which recruitment partners support any individual trial. To see what the buzz is all about, sign up for a demo of Honey at www.trialbee.com.

