

## **Myasthenia Gravis**



**Connecting Myasthenia Gravis Patients to a Phase II Clinical Trial for a Global Pharmaceutical Company**

Myasthenia gravis (MG) is a relatively rare autoimmune disorder, affecting a smaller portion of the population. The limited number of eligible patients and the high competition for patients in the clinical space can make it challenging to identify and recruit a sufficient number of participants for clinical trials.

Myasthenia gravis causes physical limitations, fatigue, and fluctuating symptoms that may impact a patient's ability to participate in a clinical trial. The existing newly approved biologic therapies as a treatment option, the additional commitment to study procedures, travel, and potential treatment-related side effects can deter some patients from enrolling or lead to a higher attrition rate during the trial.

To address these challenges, researchers and study sponsors can employ strategies such as utilizing online platforms and social media for patient outreach, fostering collaboration with patient communities, designing a patient-centric enrolment journey, and supporting sites throughout the process to ensure efficient randomization processes.

## Background

A pharmaceutical company initiated a phase II clinical trial for a novel treatment targeting a specific subtype of myasthenia gravis. The trial aimed to enrol 500 patients globally. The company faced challenges in patient recruitment due to the rarity of the condition and the need for specific subtype representation.

The objective was to implement a digital marketing approach leveraging social media and search ads to raise awareness, engage patient communities, and deliver high-site support, leading to quick patient randomization.

## Strategy and Implementation

### Digital Marketing Campaign Planning

The company partnered with Trialbee to devise a comprehensive digital marketing strategy targeting potential MG patients and patient communities. The strategy included the following key elements:



### Website Development and Optimization

A dedicated study website was created to serve as the primary source of information for potential participants. The website was designed to be user-friendly, visually appealing and engaging to patients with MG, and mobile-responsive. It provided detailed information about the trial, eligibility criteria, benefits of participation, and a call to action, enabling interested patients to self-assess their eligibility for the study.



### Social Media Advertising

Targeted social media campaigns were launched on platforms like Facebook, Instagram, and Twitter. Advertisements were crafted to reach specific demographics relevant to MG, such as individuals with related interests, and previous engagement with their condition, e.g. participating in online forums, patient communities, and social media groups.



### Community Engagement

Trialbee's partner-agnostic Honey Omnichannel™ platform enabled collaboration with Trialbee's strategic partners in leveraging their community engagement offerings to complement Trialbee's precise RWD-driven digital recruitment.



## Medical Secondary Screening

Following patients passing the initial self-assessment questionnaire on the landing page, they were contacted by Trialbee's protocol and medically trained professionals who assessed them further for eligibility in the study. The secondary screening step enabled patients to ask any questions about the study in their local language and found **88%** of the patients were not eligible for the study. Previous treatment history and the existence of co-morbidities excluded in the protocol eligibility criteria were the most common reasons for patients being ineligible for the study after the secondary screening step.



## Site Support

Patients referred to site were tracked through Trialbee's Honey platform. The data from Honey, and Trialbee's project managers were able to advise the supporting CROs on guiding informed discussions with the sites and ensure optimal conversion of referrals.

## Results and Benefits

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### Digital Marketing Campaign Planning

The digital marketing campaign generated significant awareness about the clinical trial, reaching a wide audience of potential participants. Engagement with additional strategic partners of Trialbee allowed engagement with patient communities and drove additional referrals to the study. The number of visitors to the study website increased substantially.

### High Site Support and Engagement

The real-time data captured in Trialbee's Honey™ platform led to increased site support. The research teams received referrals of genuinely interested and well-informed individuals, resulting in productive discussions and reduced screening failures. Sites also had access to all patient screening information from the self-assessment, and secondary screening process, which optimized the site staff's time at the initial site visit and qualification.

### Quick Patient Randomization

With Trialbee's precision recruitment, experienced project delivery, and real-time tracking capabilities of the proprietary Honey platform, the research sites expect and have experienced so far an accelerated randomization process. **The trial is on pace to reach its target enrolment of 500 patients ahead of schedule,** facilitating timely data collection and analysis.

## Conclusion

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By leveraging a digital marketing approach encompassing social media advertising, search ads, community outreach, and engaging content, the pharmaceutical company successfully recruited a sufficient number of participants for their MG clinical trial. The strategic use of digital marketing techniques, and patient community engagement allowed for wider reach, increased site support, and expedited patient randomization, ultimately contributing to the successful completion of enrolment within the timelines set.

To learn more, visit [www.trialbee.com](http://www.trialbee.com).