

AUTOIMMUNE INFLAMMATORY
Celiac Disease



Connected **3,000+** Patients and
Contributed Nearly **30%+** of Consents
Despite Supporting Only **50%** of Sites

Succes at a Glance

- Connected **3000+ Celiac patients** for trial with restrictive I/E in 14 countries
- Trialbee-sourced referrals accounted for nearly **30% of global consents** despite actively supporting only 50% of sites
- Live medical screening decreased referral volume by **42%** to reduce site burden, and improved referral quality resulting in a **33% lower site rejection rate**
- The Honey Platform provided transparent insights into ROI of all recruitment sources and patient advocacy groups

Challenge

A global clinical research study into Celiac Disease, an autoimmune inflammatory bowel conditions, faced considerable recruitment challenges due to its stringent inclusion/exclusion criteria. To be eligible, younger female patients were required to...

- Have an existing Celiac diagnosis by biopsy, which is significantly more invasive (and aversion-inducing) than a serological test
- Be willing to perform additional endoscopies as part of the protocol
- Be on a gluten-free diet for at least one year, with a commitment to continue it during the trial

Additionally, recruitment goals involved enrolling patients from **14 countries throughout Europe** - with aggressive timeline goals for kicking off their study.

These factors combined to make it difficult for the sponsor to enroll patients and mobilize sites as quickly as they wanted.

They recognized the need for a partner that could help them identify patients faster and pre-qualify them quickly, all while addressing the unique communication needs of each country.

Solution

The pharma company's European contract research organization (CRO), recommended partnering with Trialbee to leverage the recruitment team's deep experience with global studies and reputation for delivering high-quality patient referrals.

Trialbee and the CRO collaborated to quickly launch a Precision Recruitment strategy aimed at addressing the urgency of the trial.

This included engaging Trialbee's **Global Trial Strategy** team, which combines behavioral data with internal medical expertise to develop hyper-targeted patient personae and digital recruitment tactics by country.

In addition, **live medical secondary screening** is a critical per-qualification step to ensure quality over quantity, reducing site burden and ensuring every referral sent to sites is likely to qualify and enroll. The screening itself focused on medical history and I/E criteria as well as ensuring patients were prepared to commit to the requirements in the protocol and remain engaged.

Within a few days of initial discovery, Trialbee created a bespoke solution that was flexible enough to meet the sponsor's specific timelines and budgetary requirements while providing meaningful impact on global patient recruitment results and analyzing advocacy group ROI:

- **Precision Recruitment** featuring data-driven patient profiles and hyper-targeted digital marketing
- **Honey Platform™** licenses to centralize and standardize data from all recruitment initiatives, including ROI tracking for patient advocacy group partners with total transparency
- **New site and patient materials** based on data around the particular needs and preferences of both patients and site teams in their respective geographies
- **Recruitment consulting** including country feasibility for the greatest recruitment campaign benefit
- **Flexible budgeting structures** to pilot and expand the relationship that scaled as success was achieved
- **Live medical secondary screening** to pre-qualify all referrals, ensure high-quality potential participants, and reduce site burden

Results and Benefits

The Trialbee recruitment strategy led to **3000+** high-quality patient referrals in the first **12 months**, surpassing initial projections and significantly outperforming referral quality and cost-efficiency expectations. In addition...

- These referrals accounted for nearly **30% of all consents** despite only being active on **50% of sites/countries**
- Increased referral quality directly **lowered site rejection rate by more than 33%**
- **Reduced the volume of referrals sent to sites by 42%**, saving them significant time and reducing burden while increasing effectiveness
- The early and fast success of the Trialbee strategy allowed the sponsor to repeatedly expand their study scope, adding more than 30 sites, more than doubling the number of countries involved, and tripling the duration of the initial campaign
- White glove project managers continually analyzed funnel progress and drop-out rates to recommend follow-up actions and best practices that continually optimized results
- The Honey Platform™ allowed for easy performance and ROI tracking for diverse range of partners that included numerous patient advocacy groups

By working with Trialbee to focus on pre-qualified referrals, the sponsor and CRO were able to achieve enrollment goals faster and more efficiently across 14 countries in this otherwise hard-to-recruit global trial.



14 Countries Supported

Australia	Estonia	Ireland	Norway	Sweden
Austria	Finland	Italy	Poland	Switzerland
Bulgaria	Germany	Lithuania	Spain	

About Trialbee

Trialbee is revolutionizing the patient recruitment ecosystem with technology, people, and passion. The company's vendor-agnostic Honey Platform™ is a SaaS Patient Recruitment Platform that centralizes and standardizes all recruitment activities from every source, channel, and partner from interest through enrollment — providing unprecedented transparency and actionable insights for real-time patient tracking, higher-quality referrals that reduce site burden, and robust ROI reporting. Honey is surrounded by a team of Precision Recruitment experts who meet patients where they are in their journey with data-driven modeling based on consumer behavior and other real-world data, hyper-targeted digital outreach, two-step pre-qualification, and meaningful Omnichannel partners focused on patient advocacy, community engagement, and diversity. To take control of patient recruitment for your next study, visit www.trialbee.com.