

NEUROMUSCULAR
Pompe Disease



Using Patient Recruitment to
Shorten the Pathway to Diagnosis
for Patients in Romania in Clinical
Trial for Top 10 Global Pharma

Succes at a Glance

- Top 10 global sponsor of trial centered in Romania
- Goals of clinical trial included uncovering missed diagnoses for under-served patient population
- 10% of patients referred by Trialbee received a new neuromuscular diagnosis as part of the process
- Simplified path to treatment by increasing access to specialist care without prohibitive costs

Challenge

In Romania, a significant barrier to diagnosing neuromuscular diseases such as Pompe disease lies in the healthcare system's structure. Patients without health insurance are required to pay for access to primary care physicians, which is a prerequisite for obtaining specialist referrals. Consequently, many individuals experiencing symptoms of neuromuscular diseases remain undiagnosed due to the prohibitive costs and lack of access to neurology specialists.

Recognizing this gap, a Top 10 global pharmaceutical company wanted to build a digital outreach and engagement program that could overcome systemic obstacles for patients and improve their access to research as a care option.

Their goals were to find undiagnosed patients in Romania suffering from neuromuscular disease symptoms and simplify their path to diagnosis through a patient-activated diagnostic awareness program.

Results and Benefits

Through working with Trialbee, the pharmaceutical company was able to successfully launch their vision for digital, patient-activated diagnosis of neuromuscular disease in Romania. Trialbee's Precision Recruitment provided deep insights into patients, allowing for improved outreach materials and higher awareness among the targeted patient population. To date, the program has resulted in...

- Over 10% of patients who were referred through the program newly received a diagnosis of a neuromuscular disease, significantly shortening their journey to treatment
- The program successfully increased access to specialist care. Patients who previously were unable to connect with specialists due to cost barriers were now able to get the care they deserved
- The recruitment campaign established an innovative and proven model for the pharma leader's future trial needs

Solution

Trialbee's experienced global team, and ability to hyper-target patient populations through Precision Recruitment, made them a natural choice for the sponsor. Working together they launched a strategic digital outreach program based on data from multiple sources (health records, consumer data, behavioral data, real-world data, etc.). With stronger insights into patients, including their behaviors and preferences, they were able to craft engaging messaging designed to educate and inform patients, then reach them through their preferred channels.

The program then guided interested patients through the process via digital engagement, making it easier for patients to be referred by a primary care provider to a specialist. Trialbee's Honey Platform™ allowed the study team to easily track patient engagement from initial interest through enrollment, offering a seamless and integrated approach to patient identification and referral management. Key components of the solution included...

- Raising awareness and educating potential patients about neuromuscular disease, highlighting the importance of diagnosis
- Precision Recruitment enabled hyper-targeted digital outreach and engagement based on highly accurate patient profiles
- Live medical secondary screening to pre-qualify referrals, maintain engagement and momentum, and guide individuals through the primary care referral process
- The Honey platform allows study teams to more easily monitor the patient referral process while also gathering insightful data on the patient population