



Rare Disease Trial Recruitment: Fast start connects 15 CAH patients in first 4 weeks

Challenge

Recruiting patients for clinical trials focused on rare endocrine diseases – such as carcinoid syndrome and congenital adrenal hyperplasia (CAH) is difficult and expensive. The rarity of these conditions results in a very small pool of participants. Carcinoid syndrome associated with neuroendocrine tumors (*NETS) is extremely rare.

The biotechnology company built and launched a multi-faceted approach to recruitment. Initially, they sought to mobilize multiple partners simultaneously from both their networks of advocacy groups and other recruitment partners.

They soon realized 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.

Solution

To address these challenges, Trialbee deployed its Precision Recruitment services alongside the Trialbee Honey™ Patient Recruitment Platform (PRP).

This approach enabled Trialbee to engage patients at every stage of their journey using data-driven modeling, hyper-targeted digital outreach, and live medical secondary screening of all referrals by a trained nurse.

Through the Honey Platform, Trialbee unified all recruitment partners and channels, including the company's extensive network of advocacy groups, providing unparalleled visibility into performance and ROI. This allowed for more strategic and informed investment decisions.

Results



Fast Start

Successfully connected 15 patients within just 4 weeks of launch across 6 countries, surpassing initial recruitment targets.



Improved ROI Tracking

Enabled real-time tracking of advocacy group performance and ROI using Trialbee Honey, resulting in more informed decision-making.



Quality Referrals to Sites

Ensured only pre-qualified referrals were sent to clinical sites, improving the referral-to-consent ratio by 3X while significantly reducing site burden.



Enhanced Patient and Site Materials

Developed print and multimedia educational materials to allow HCPs to raise awareness and help potential participants understand the study.