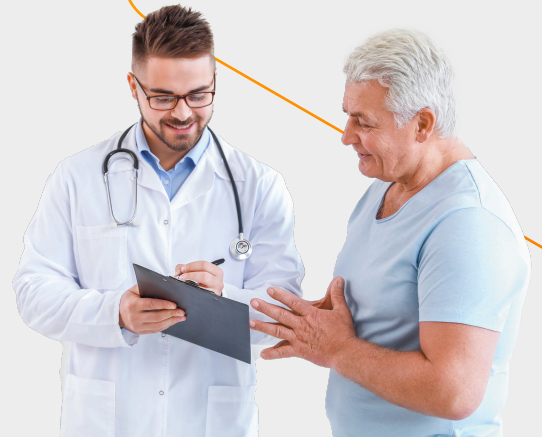


90%+ Referral Randomization Achieved to Complete Enrollment Ahead of Schedule in Two Complex Urology Trials



Challenge

Patient recruitment for clinical trials can be challenging for several reasons. Complex trial designs and strict eligibility criteria often limit the candidate pool. A global medical device company specializing in intimate health solutions faced these issues in two urology studies, where patients needed to use specific catheter or colostomy bag models to qualify.

These strict requirements, combined with unclear screening materials, led to many potential candidates being excluded. Recognizing these challenges, the sponsor's team, deeply connected to the patient community, committed to improving access and the overall recruitment experience.

The company also knew it needed a solution that delivered better insights into patient journeys throughout the recruitment process - insights that they could then build into both study designs and their patient outreach strategies.

Results

90% Of Trialbee Referrals Randomized into Trials

More than 90% of patients referred through Trialbee's platform were successfully randomized into trials, demonstrating the effectiveness of their recruitment strategy.

500 Patients Globally Completed Web Screener

Trialbee achieved enrollment targets ahead of schedule by recruiting approximately 500 patients worldwide, ensuring a diverse pool across geographies, languages, and patient backgrounds.

60% Of Candidates Disqualified by Medical Pre-Screening

Through live secondary screenings led by nurses, Trialbee disqualified 60% of candidates using approved scripts to clarify eligibility. This streamlined the process by addressing restrictive criteria, expanding the candidate pool, and reducing workload for site managers.

Solution

Trialbee quickly implemented a global solution, leveraging its expertise and the flexibility of the Honey platform to recruit patients worldwide. This allowed the medical device company to connect with patients in the appropriate languages, ensuring compliance with global standards and regulations. Trialbee also provided:



Updated Site & Patient Materials



Medical Secondary Screening



The Honey Platform™

Achieved Enrollment Targets Early

By addressing key challenges, such as clarifying eligibility criteria and enhancing the patient experience, Trialbee enabled the sponsor to enroll patients faster than anticipated.

Provided Real-Time, Actionable Analytics

The sponsor's team was able to manage site partners more effectively and easily monitor patient activity from the beginning of the recruitment process all the way to randomization.

Streamlined Patient & Site Materials

By addressing patient concerns such as leakage and infection risks, Trialbee helped the company refine messaging, improve patient access, and create a more patient-centric experience- enhancing the number and quality of referrals



Participant Spotlight

Live medical secondary screening can do much more than pre-qualify patients. In this trial, one screening identified an individual who worked as a full-time ride app driver until his car was stolen. The nurse also uncovered that as a veteran of the United States military, he did not have enough insurance to cover more than four new colostomy bags each month. Combined with his loss of income due to the car theft, he was washing and re-using a limited supply of bags.

Trialbee knew the compassionate sponsor would want to hear about the situation immediately. The teams collaborated and as a result, he was the first patient enrolled. Further, they structured study follow-up in a way that allowed him to continue receiving ongoing bags for a significant amount of time post-trial while his insurance benefits and working situation were positively resolved.

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Honey is amazing. And even better, it's the entire support system from Trialbee that makes my job very easy. We really feel listened to, and it's a true partnership with both teams on a mission to put patients first.

Senior Clinical Trial Recruitment Manager



Ready to take control of your recruitment?

Contact solutions@trialbee.com to get started.

