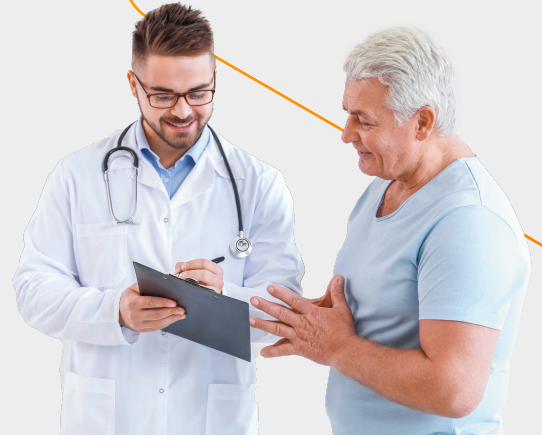


A photograph of a young female healthcare professional in blue scrubs with a stethoscope and ID badge, standing next to an elderly woman with white hair, both smiling and looking at each other in a clinical setting.

Stories of Success:  
**ELEVATING PATIENT  
RECRUITMENT  
OUTCOMES**



# 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

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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.

”

**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](mailto:solutions@trialbee.com) to get started.







# Rescuing a Dermatology Study: Achieved 100% Enrollment and Closed 3 Weeks Early

## Challenge

An emerging biotech struggled to recruit patients for a biologic study targeting Chronic Spontaneous Urticaria (CSU), commonly known as hives. After seven months, recruitment stood at just **28% of the goal**.

## Solution

As the CSU lagged far behind recruitment goals, Trialbee urgently launched its **Rescue Kit™** with expedited implementation:

- ✓ **Precision Recruitment and Medical Screening** to hyper-target patients and care teams, pre-qualify referrals, and ease site burden with improved referral quality.
- ✓ **Access to Trialbee Honey™** for a unified funnel, standardized data formats, and real-time performance tracking.
- ✓ **Expert Project Management** by a global team delivering proactive consulting, campaign optimization, and white-glove service.
- ✓ **Streamlined Implementation** with templated creative designs and proactive IRB submission to accelerate timelines.

## Results

The Trialbee Rescue Kit transformed the CSU trial by expediting implementation, launching studies within 6 weeks and campaigns just 3 days post-approval. By targeting high-conversion regions and supporting sites with limited patient databases, Trialbee optimized budgets and boosted randomization outcomes for this condition.

### 168

Medically Pre-Qualified Referrals sent to 50 sites in 3 months.

### 14

Randomizations, with additional referrals in progress.

### 100%

Enrollment Goal Met, closing 3 weeks ahead of schedule.



### Increase Site Satisfaction and Engagement

High-quality referrals, patient info, and the Honey Platform's user-friendly design, cutting administrative burden.



### Real-Time Analytics

Insights into recruitment funnels, enrollment progress, site performance, and participant journeys across both trials.



### Exceptional White-Glove Service

Led by an expert team, ensuring transparency, stakeholder confidence, and optimized outcomes.

Following these successes, the biotech company expanded its partnership for a third dermatology study, demonstrating trust and confidence in Trialbee's recruitment strategy and proven results.

**Ready to take control of your recruitment?** Contact [solutions@trialbee.com](mailto:solutions@trialbee.com) to get started.



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



## 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

Through working with Trialbee, the pharmaceutical company was able to successfully launch their vision for digital, patient-activated diagnosis of neuromuscular disease in Romania.

## 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. Live medical secondary screening to pre-qualify referrals, maintain engagement and momentum, and guide individuals through the primary care referral process. 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.



### Improved Diagnosis Rates

Over 10% of patients who were referred through the program newly received a diagnosis of a neuromuscular disease, significantly shortening their journey to treatment



### 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



### Improved Patient Awareness & Education

Raising awareness and educating potential patients about neuromuscular disease, highlighting the importance of diagnosis



### Better Decision Making due to Real-Time Analytics

The Honey platform allows study teams to more easily monitor the patient referral process while also gathering insightful data on the patient population

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

## 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.

## Solution

A European contract research organization (CRO) partnered with Trialbee to leverage its expertise in global studies and high-quality patient recruitment. Together, they launched a Precision Recruitment strategy to address the urgency of the trial, utilizing Trialbee's Global Trial Strategy team to develop data-driven patient personae and tailored digital recruitment tactics by country. This included live medical secondary screening to ensure pre-qualified, high-quality referrals, reducing site burden and improving enrollment potential.

Within days, Trialbee delivered a customized solution that met the sponsor's timelines and budget, while delivering impactful results in global patient recruitment.

## Results

### 3000+

High-quality patient referrals in 12 months, exceeding projections and outperforming expectations for quality and cost-efficiency.

### 30%

Of all consents came from Trialbee Referrals, despite being active in only 50% of sites/countries.

### 42%

Fewer referrals were sent to sites, saving significant time, reducing burden, and increasing effectiveness.



### Scalable Expansion

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



### Continuous Optimization

White glove project managers continually analyzed funnel progress and drop-out rates to recommend follow-up actions and best practices that continually optimized results



### Easy ROI Tracking

The Honey Platform™ allowed for easy performance and ROI tracking for diverse range of partners that included numerous patient advocacy groups



Key components included:

- ✓ **Precision Recruitment** with data-driven patient profiles and targeted digital marketing
- ✓ **Honey Platform™** to centralize recruitment data and track ROI for advocacy group partners
- ✓ **New site and patient materials** based on geographic preferences and needs
- ✓ **Recruitment consulting** for country feasibility and optimal campaign impact
- ✓ **Flexible budgeting** to scale with success
- ✓ **Live medical secondary screening** to pre-qualify all referrals and ensure high-quality participants.

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.

**Ready to take control of your recruitment?** Contact [solutions@trialbee.com](mailto:solutions@trialbee.com) to get started.



# 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.