

Take Control of GLP-1 Trial Recruitment

With **1 in 8 US adults reporting they have taken a GLP-1**, the demand for these therapies continues to expand. As a result, many sponsors are exploring the potential benefits of GLP-1s for various conditions including neurological disorders, cardiovascular disease, chronic kidney failure and more – resulting in fierce competition for clinical trial participants and sites globally.

Key Challenges in GLP-1 Trial Recruitment



Patient Ineligibility

The widespread use of GLP-1 treatments together with increasing volume of studies significantly reduces the available patient pool, as many trials exclude participants with prior dosing.



Multi-Study Programs

GLP-1 clinical research is often part of a multi-study program that increases complexity with strict I/E criteria, multiple cohorts, overlapping regions, and intricate timelines.



Representation Gaps

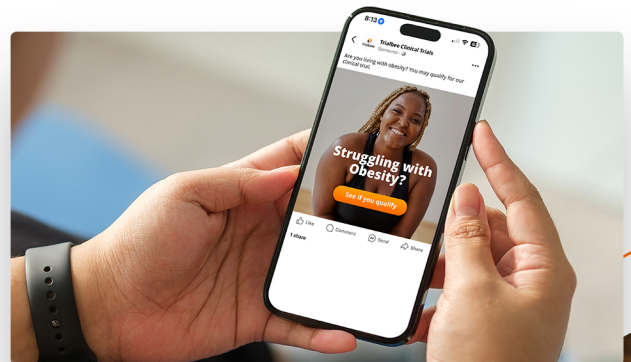
Representation is critical for real-world applicability yet populations remain underrepresented due to socioeconomic barriers and limited accessibility.

Optimizing Recruitment for GLP-1 Trials with Trialbee

To meet the demands of GLP-1 trials, sponsors must leverage data-driven strategies with targeted outreach, total transparency, and trustworthy performance tracking to meet enrollment goals and reduce site burden.

Unlock the Power of Precision Recruitment

Trialbee identifies and engages the right patients at the right time using data-driven strategies and behavioral analytics with culturally-compelling materials across social media, search, and programmatic channels. Every patient who expresses interest is pre-qualified with live medical secondary screening to assess specific eligibility criteria and provide a more seamless recruitment experience.



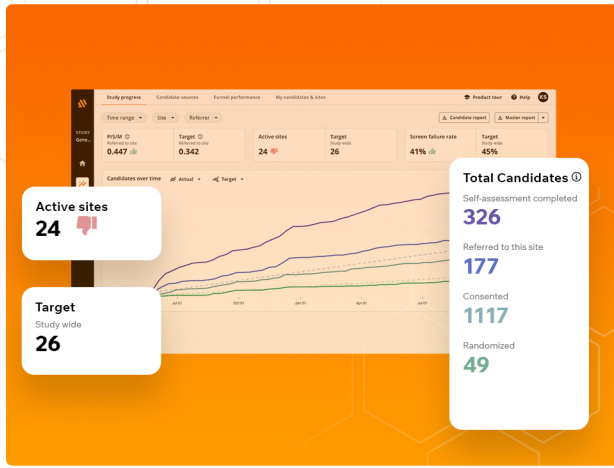
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Secondary Screening ensures only pre-qualified patients reach trial sites, reducing volume by 78% and achieving a 30% referral-to-consent ratio, which is double the industry average



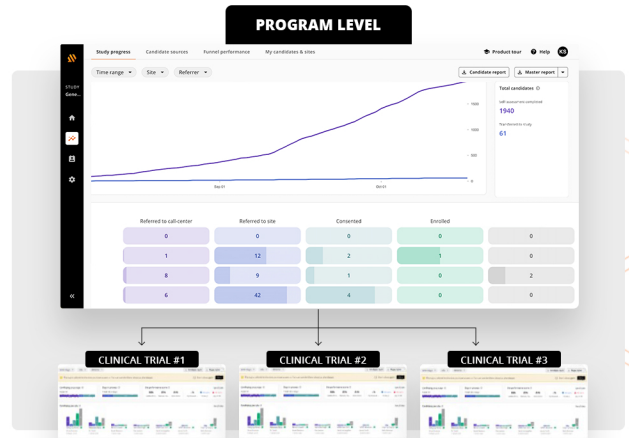
Streamline Recruitment with the Honey Platform

Trialbee's Honey Platform™ creates a single recruitment funnel providing a holistic view of recruitment activities across your entire GLP-1 program from patient interest through enrollment. By centralizing all patient journeys from every recruitment source, sites have all the pre-screening, medical assessment, and communication tools they need to connect quickly with interested patients in a meaningful way. Meanwhile, study teams benefit from unprecedented transparency and actionable insights to evaluate vendor ROI by country and channel to make better budgeting decisions, and evaluate site performance to ensure proper follow-up.



Manage GLP-1 Programs at Scale

Honey simplifies recruitment for complex programs by tracking and analyzing progress across the macro and individual trial levels. Its smart patient routing and advanced logic routing create personalized recruitment pathways, ensure patients are referred to the appropriate cohort with sophisticated re-matching if they screen-fail. It even creates and manages a sponsor-specific registry that can re-engage interested patients in future trial opportunities.



Expand Reach with an Extensive Partner Network

Trialbee's curated Omnichannel Network expands your reach into active and engaged patient communities. In highly competitive GLP-1 trials, access to an established network of partners such as Evernorth, Inspire, Evidation and more creates new opportunities to reach specific and diverse patient pools. Trialbee's expert global strategy team recommends ideal partners from the network based on the protocol, comorbidities, and region to optimize recruitment outcomes.

Reach the right patients and accelerate enrollment with Trialbee

49 Countries
 66 Languages
 3,000+ Sites
 1,000,000+ Patients Engaged

- ✓ Specialized strategies for GLP-1 patient recruitment.
- ✓ Program-level recruitment expertise to increase efficiency at scale
- ✓ 30% referral-to-consent ratio – significantly higher than industry averages
- ✓ Real-time analytics for smarter, faster decision-making.
- ✓ Seamless site & sponsor collaboration through the Honey Platform

To take control of patient recruitment for your GLP-1 study, visit trialbee.com and [follow us on LinkedIn](#).