

RECRUIT FEWER PATIENTS, RUN BETTER TRIALS:

A Sponsor's Guide to High-Performance Patient Recruitment



This white paper explores how sponsors can dramatically improve clinical trial outcomes by recruiting fewer, better-qualified patients to reduce site burden, accelerate timelines, and maximize ROI.



Are more referrals a good thing?

Patient recruitment continues to be the single most persistent barrier to clinical trial success. Despite unprecedented advances in digital media, data access, and outreach technology, the clinical research industry still leans on an outdated model that equates more patient referrals with better results.

But high-volume recruitment often leads to high inefficiency.

Overloaded research sites, wasted sponsor resources, and discouraging patient experiences are not simply unfortunate side effects—they're systemic symptoms of a flawed approach. The clinical research industry doesn't need more patient referrals. It needs the right ones.

This white paper explores a bold yet proven shift: **refer fewer patients to run better trials**. Using Trialbee's data-driven Precision Recruitment methodology and the Honey Platform™, we demonstrate how sponsors can achieve...



- ✓ **30%+ referral-to-consent ratios** (double the industry average of 12–15%)
- ✓ A **78% reduction** in unqualified referrals - reducing site burden and improving trust
- ✓ Savings of **3,000 hours of site recruitment time (worth up to \$650k)** in a typical Phase 3
- ✓ Faster, smoother site-patient interactions
- ✓ Enhanced diversity and future-readiness through sponsor-specific registries

Whether you're recruiting for a complex oncology study, a rare disease cohort, or trying to achieve representative enrollment, this paper offers a practical roadmap to reduce friction and increase ROI across every stage of recruitment.



The Problem With “More”

Clinical trial sponsors face a paradox. While patient referrals are easy to generate in today's digital ecosystem, **qualified referrals are still painfully rare**.

Mass outreach campaigns powered by generic media often deliver large volumes of patients—but few who actually meet protocol criteria. This creates downstream bottlenecks at the site level and forces overworked coordinators to sift through hundreds of disqualified referrals, delaying progress and reducing trust.

Three key challenges emerge:

- ✓ **Overwhelmed sites** waste time vetting poor-fit candidates.
- ✓ **Disappointed patients** lose confidence after repeated disqualifications.
- ✓ **Sponsors struggle** to measure effectiveness across disparate vendors and channels.

To solve these problems, the recruitment strategy must evolve. Sponsors need **high-performing patient funnels**, not just wide ones.



Cast a Narrow Net: Data-Driven Outreach That Works

The more patients you reach, the better your trial performs—right?

Not necessarily.

In fact, casting too wide a net often results in a bloated pipeline of poor-fit referrals. It's not just inefficient—it's actively harmful. Site capacity is limited. When qualified patients get lost in the shuffle or delayed in follow-up, valuable opportunities are missed.

Trialbee solves this through **Precision Recruitment**, a deeply strategic methodology that aligns recruitment activities with your trial's unique needs.



How It Works:

- ✓ **Strategy Planning:** Our team of scientific and medical experts define ideal patient personas using with data-driven strategies including global standard of care data from reliable sources such as TrialHub.
- ✓ **Hyper-Targeted Outreach:** The Digital Recruitment Team crafts culturally relevant messaging and imagery, then activates campaigns using behavioral data to reach specific populations where they are most active.
- ✓ **Real-Time Optimization:** Every campaign is monitored through the Honey Platform to refine audience segments, optimize pre-screener design, and maximize engagement.

The Outcome:

Recruitment campaigns focused on the right patients generate higher-quality referrals from a pool of patients likely to qualify and actively engage with your study.





Help Sites Succeed: Pre-Qualification With Live Medical Screening

The most overlooked lever in patient recruitment success isn’t advertising—it’s what happens before a referral is handed off to the site.

Sending every interested patient to a site, even if they are unlikely to qualify, is a waste of time and trust. Research coordinators become overwhelmed and delay outreach to patients as a result. Patient drop-off increases. And recruitment momentum slows to a crawl.

Trialbee’s Solution: Medical Secondary Screening

After patients complete a web-based pre-screener, they are routed to a live virtual appointment with a medical professional trained on your trial’s protocol. This step ensures referrals are fully aware of participation requirements and assessed for true eligibility before they ever reach a site.

Even when using targeted recruitment, this step filters out 78% of patients, meaning sites receive only the best candidates—ready, willing, and able to participate.

Not only does this save sites significant time, it improves trust so they can reach out to referrals quickly and with confidence. As a result, 30% of Trialbee referrals across therapeutic areas consent for the study - more than double the industry average.

Business Impact:



30%

referral-to-consent ratio



78%

reduction in site referral volume



3,000

site recruitment hours saved



\$650k

in operational value based on industry cost estimates



“We have truly enjoyed working with Trialbee and were impressed with the quality of your referrals. We recommended your service to several CROs and sponsors and hope to be able to work with you again!”



Nikki Mosley
Contract and Recruiting Administrator
Indiana Clinical Trials Center
and Optima Research





Reach Real Communities: Beyond Traditional Media Channels



Today's trials require more than a one-size-fits-all ad campaign. Whether targeting underrepresented populations, rare diseases, or highly informed patients, sponsors must connect with real communities that patients trust.

Trialbee's **Omnichannel Network** opens the door to a rich ecosystem of patient communities, pharmacies, labs and more that already serve millions of patients.

Unlike vendor marketplaces that add more friction and layers, Trialbee enables **single-point access** to this entire ecosystem, with performance from each partner tracked inside the Honey Platform.

This streamlined approach boosts recruitment diversity, enriches targeting data, and ensures sponsors can optimize spend across all channels.



Keep Patients Ready to Enroll in Future Studies with Your Own Registry

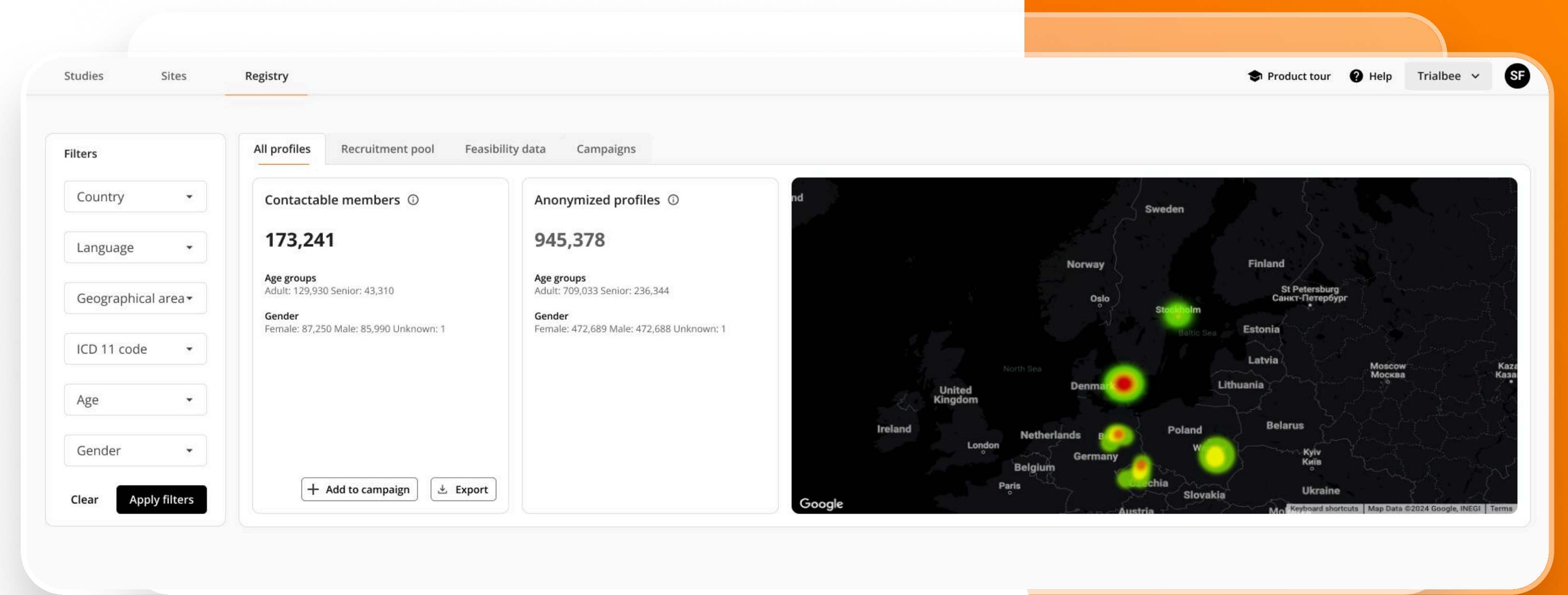
One of the most underutilized assets in recruitment is the patient who isn't eligible today, but may be a perfect fit tomorrow.

Recruitment is often treated as a trial-by-trial exercise. Once a study is completed or a patient screen-fails, the relationship is over—regardless of the patient's interest or eligibility for future trials. This fragmented approach leads to duplicated efforts, higher costs, and missed opportunities.



Trialbee changes that with Honey's Sponsor-Specific Registry.

Unlike traditional patient databases that are generic, shared, or limited in engagement capabilities, Trialbee's registry is a **private, dynamic pool of patients** who have previously expressed interest in your studies and are retained exclusively for your future trials.



Why This Matters

Patients who show interest in a clinical trial represent more than a momentary match—they are valuable contributors who deserve to stay connected to your research efforts. Trialbee's Sponsor-Specific Registry ensures that those patients aren't lost in the system but are instead:

- ✓ Engaged long-term
- ✓ Educated about future opportunities
- ✓ Re-contactable without restarting from scratch

With **targeted email and SMS tools** built directly into the **Honey Platform™**, sponsors can maintain a proactive line of communication with these individuals—making it easy to notify them when new studies arise that fit their profile.

Key Benefits of Sponsor-Specific Registries



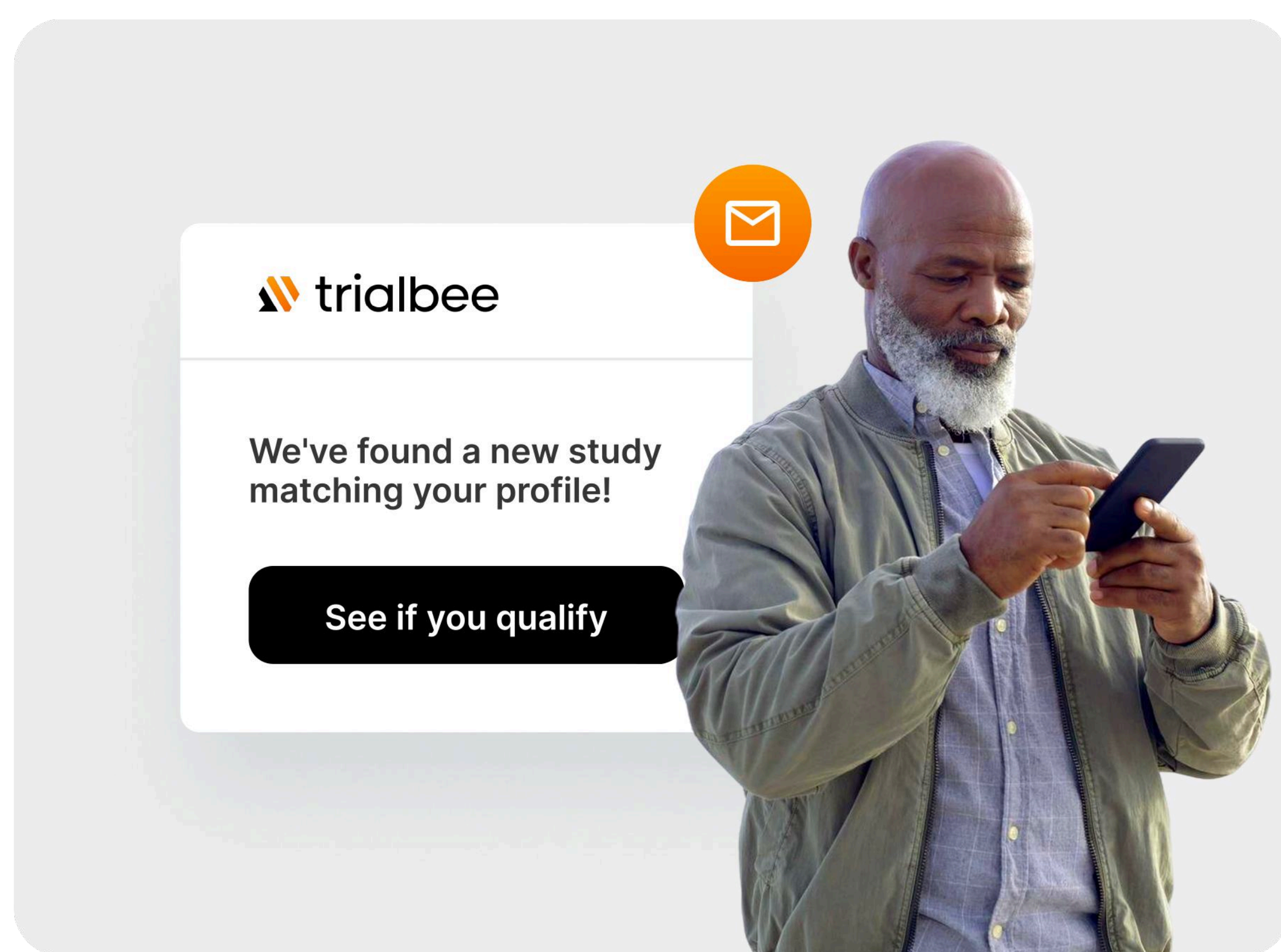
Faster Trial Readiness

Instead of building a new patient funnel for every trial, sponsors can tap into a pre-qualified, previously engaged pool. This reduces recruitment time dramatically and increases the likelihood of fast enrollments.

Don't Pay to Recruit the Same Patient Twice

Recruiting a patient once is a smart investment. Recruiting them multiple times is not. With the registry, sponsors avoid redundant media costs, eliminate re-qualification steps, and streamline outreach efforts.





Higher Retention and Re-Engagement

Instead of building a new patient funnel for every trial, sponsors can tap into a pre-qualified, previously engaged pool. This reduces recruitment time dramatically and increases the likelihood of fast enrollments.

Ongoing communication with patients builds trust. The registry enables sponsors to:

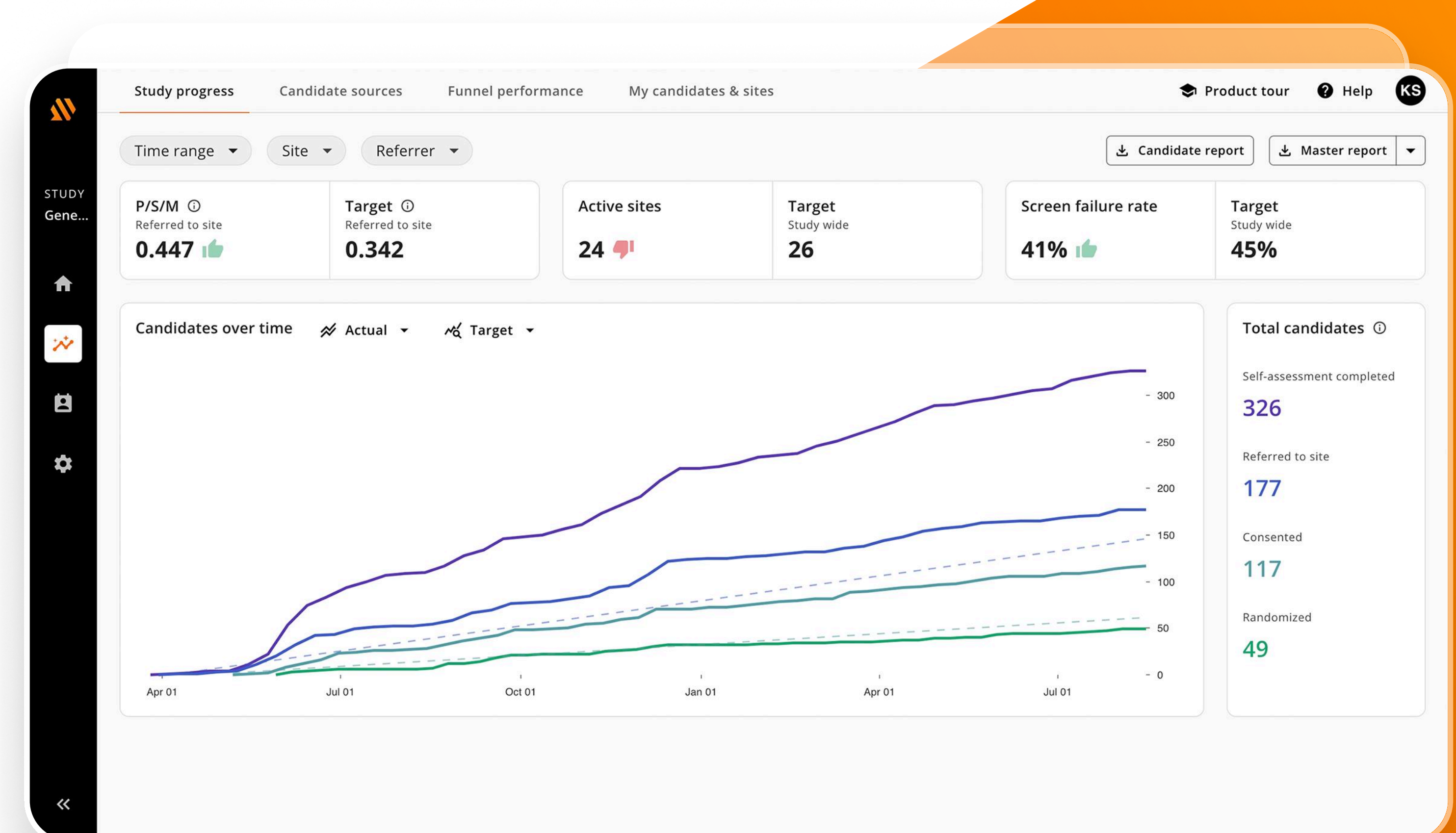
- ✓ Send updates about upcoming studies or program milestones
- ✓ Educate patients about clinical research opportunities
- ✓ Keep them warm, responsive, and ready to act when the right trial opens

This approach doesn't just retain patients—it nurtures better-informed, more committed participants.

5 Gain Clarity and Control With the Honey Platform™

Throughout this white paper, we've explored how Trialbee's Honey Platform™ enhances the recruitment experience for patients and sites. But its most powerful benefit for sponsors lies in something equally critical: real-time visibility and actionable insights across all recruitment efforts.

As a vendor-agnostic Patient Recruitment Platform (PRP), Honey brings unprecedented transparency to a traditionally fragmented process. It unifies recruitment data from all vendors, advocacy partners, and channels into a centralized, visual reporting engine—giving sponsors the ability to see what's working and what isn't, instantly.



See the Big Picture—and the Small Details

With Honey, sponsors can:

- ✓ **Evaluate overall campaign performance at a glance**, comparing results to goals in real time
- ✓ **Drill down to granular insights**, such as how a Facebook campaign in Germany is performing vs. Instagram in the U.S.—all within the same dashboard
- ✓ **Track each patient funnel** to identify where drop-offs occur and make data-driven improvements

This level of insight is no longer a luxury—it's a necessity. In a high-stakes, fast-moving environment, decisions need to be based on facts, not guesswork.

Use Honey to Optimize Across Every Dimension

Whether you're managing recruitment in-house or collaborating with Trialbee's expert teams, Honey empowers you to:

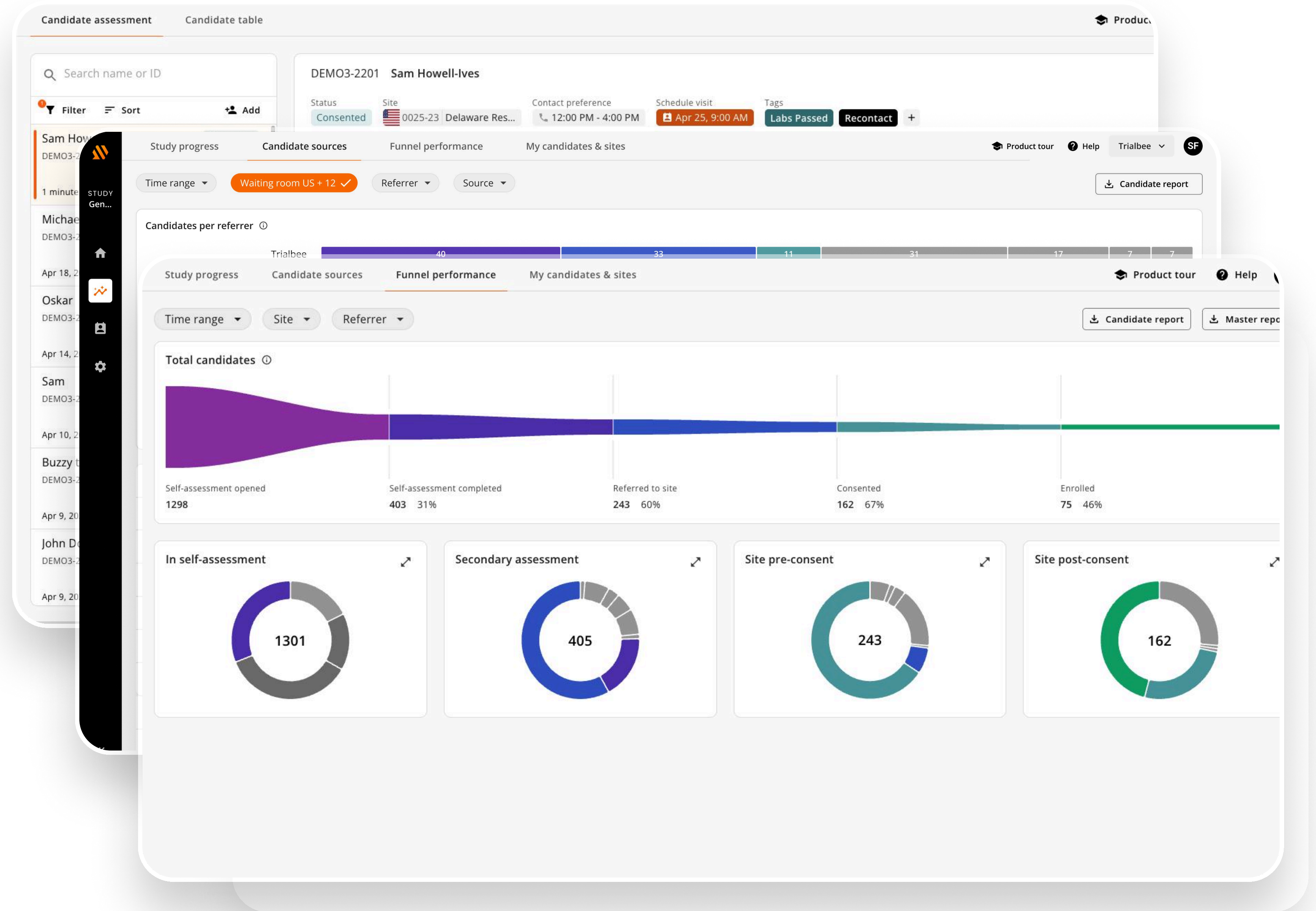
- ✓ **Maximize ROI** by analyzing channel effectiveness and reallocating budget to what works
- ✓ **Monitor site performance** to identify bottlenecks or delays and take swift corrective action
- ✓ **Improve patient conversion rates** by identifying and fixing friction points in the prescreening process
- ✓ **Consolidate reporting** into one platform—no more chasing down scattered spreadsheets or status updates
- ✓ **Stay on track** by visualizing progress against recruitment timelines and enrollment milestones

By bringing all of your recruitment data into one intelligent platform, Honey transforms your ability to lead with insight, act with confidence, and deliver trial success at scale.

“

“Honey allows us to evaluate our recruitment strategies in real time—no more waiting on monthly reports to see if we’re off track.”

— Clinical Operations Lead, Top 10 CRO



Take Control of Global Patient Recruitment—With Less

Sponsors don’t need **more** leads. They need a better system—one that drives qualified, motivated patients to sites that trust them, using a platform that shows exactly what’s working and why.

Trialbee is that system.

Our combination of global expertise, targeted recruitment, live medical screening, community partnerships, and integrated technology gives sponsors a **sustainable, scalable, and strategic recruitment model**.

Whether you're running a single trial or managing a portfolio across multiple regions, Trialbee ensures:

- ✓ Fewer, higher-quality referrals
- ✓ Faster, more efficient site activation
- ✓ Greater diversity and representation
- ✓ Real-time recruitment intelligence
- ✓ A better experience for every stakeholder

Ready to Run Better Trials?

Visit trialbee.com to connect with our team and discover how you can take control of your patient recruitment pipeline—by recruiting fewer, better-qualified patients.

