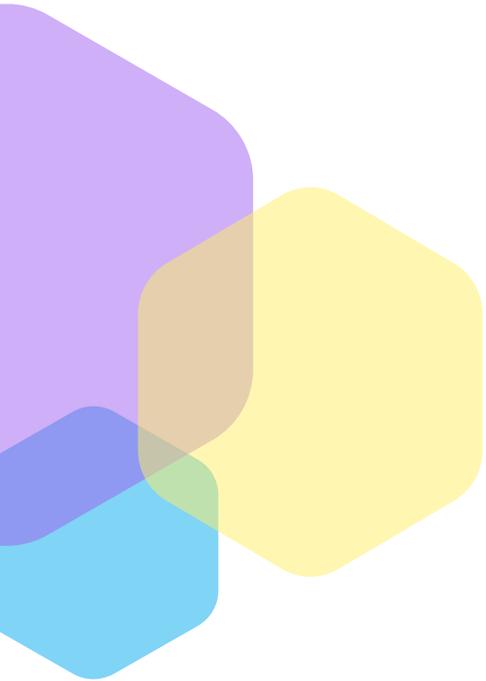




**PATIENT
RECRUITMENT**



**A NEW
DIGITAL
APPROACH
FOR
CLINICAL
TRIALS**



PATIENT RECRUITMENT IS A KEY BOTTLENECK IN CLINICAL RESEARCH

Recruitment delays are closely tied to financial setbacks and loss of data quality.

Patient recruitment is indisputably the biggest bottleneck in clinical research with over 50% of clinical trials failing to achieve planned enrollment targets.¹ Moreover, recruitment inefficiencies cause on average 10.8 months of delays for late stage trials, causing major operational costs and lost opportunities.²

There are currently over 44,000 industry-sponsored trials recruiting patients worldwide.³ On average, 4 out of every 5 trials are delayed due to difficulties finding the right patients.⁴ The industry average cost for delay is estimated to \$37,000 per day for keeping the organization operational.⁵

Furthermore, the average revenue for approved drugs can range between \$600,000 to \$8 million per day, meaning significant economic losses are connected to delays in the clinical trial process.⁶



**THE POWER OF
DIGITAL ALLOWS
RESEARCHERS TO BRING
INNOVATIVE TREATMENTS TO
PATIENTS AT RECORD SPEED**

As new technology allows healthcare professionals to conduct clinical trials using advanced analytics and a more data driven approach, pharma companies turn to new, technology-driven ways of approaching, screening and evaluating patients.

For the last seven years, Trialbee has been a forerunner in digitalizing the clinical trial process for major pharma companies across several therapeutic areas

on a global scale. Our cloud-based platform connects patients, investigators and sponsors, and supports workflows throughout the study process.

Our innovative approach to patient recruitment includes developing a digitally powered strategy covering outreach, acquisition and activation of target patient groups. Through an adaptable three-step program we help our customers secure a database of engaged research participants:

1. OUTREACH

By developing social outreach campaigns based on analysis of the target user groups and online behavioral patterns, we ensure optimal catchment areas as well as cost and time efficiency gains.

2. ACQUISITION

During campaigns, we consistently monitor metrics and response rates on outreach activities to actively improve traffic and engagement.

3. ACTIVATION

A comprehensive web portal with patient-friendly study information and a rigorous two-step screening process (online & qualification call) allows our customers to drive high conversion rates from awareness to enrollment.

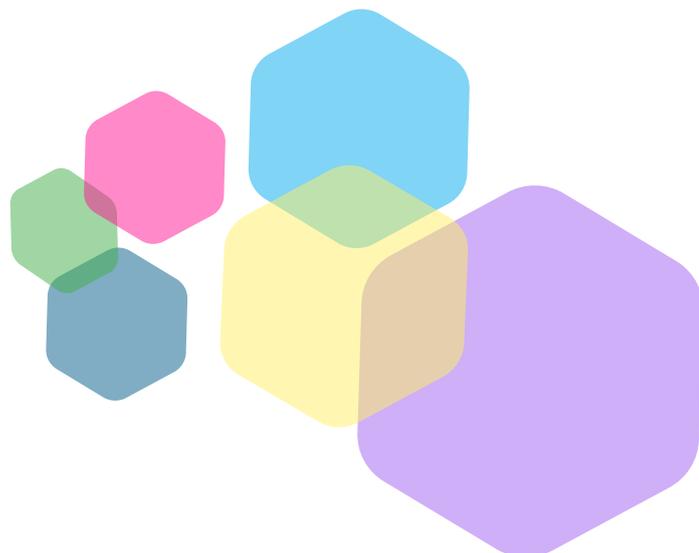


Investigator sites gain access to a user-friendly administration system to track recruitment status and manage patient referrals. The process is streamlined end-to-end and significantly reduces the effort required by site personnel, driving not just cost and time efficiencies, but also significant improvements to the quantity and quality of enrolled patients.

Our analytics tools give study sponsors the opportunity to perform feasibility analysis and plan study kick-offs. Statistics are available down to site-level, and Trialbee

experts continuously advise on the best courses of action based on data analysis and benchmarks.

So, does it really work? Continue reading to find out.





SCOPE & DURATION:

The phase III study was planned to engage 222 patients across 9 investigator sites to test treatment efficacy over a 12-month period. The targeted recruitment rate for the first few months of the study was 14 patients per month, with full enrollment expected after 19 months of campaigning.

THE CHALLENGE:

Despite aggressive recruitment targets, the sponsor only managed to randomize 20% of the target patient population in 11 months of deploying traditional recruitment methods. Trialbee was tasked to ensure KPIs were met by boosting awareness and acquisition efforts.

THE OUTCOME:

The effect of our innovative methodology was immediate, with the randomization rate **tripling** already in the first month of online recruitment. In the end, recruitment was stopped after 20 months when 240 patients were enrolled. Major takeaways included:

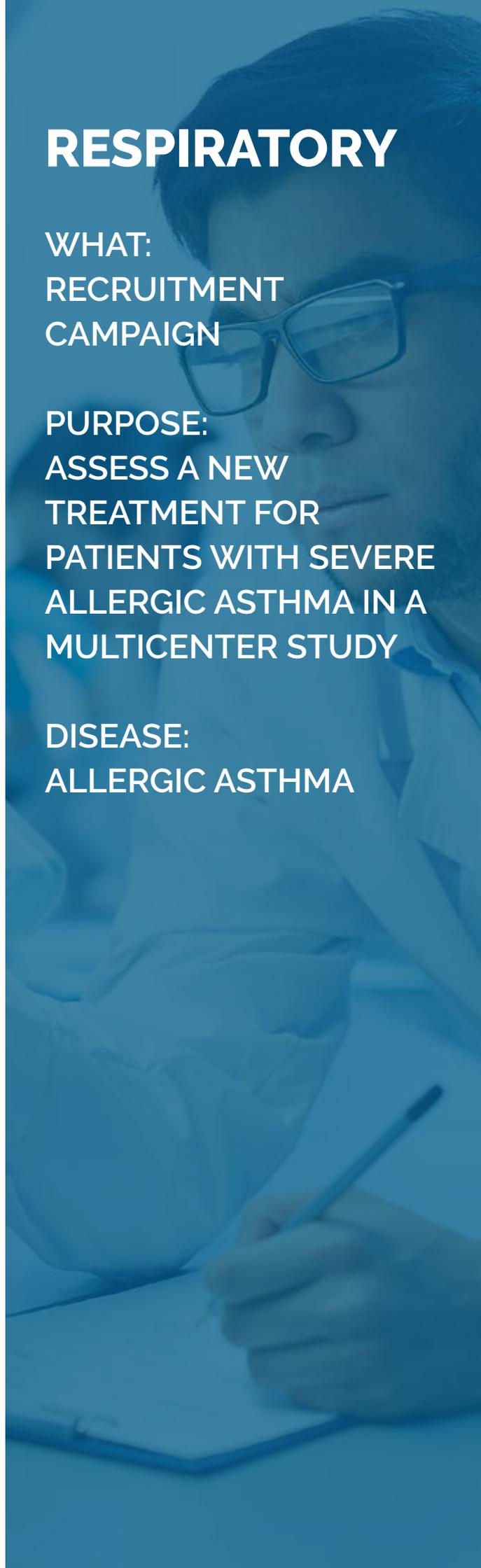
- After engaging Trialbee, 75% of the patients were recruited in half the allocated time
- The randomization rate increased 3 times with online recruitment
- Initial recruitment target was met – time and number
- Using online recruitment methods from the start could have shortened the recruitment time with 7 months

RESPIRATORY

WHAT: RECRUITMENT CAMPAIGN

PURPOSE: ASSESS A NEW TREATMENT FOR PATIENTS WITH SEVERE ALLERGIC ASTHMA IN A MULTICENTER STUDY

DISEASE: ALLERGIC ASTHMA



GASTRO INTESTINAL

WHAT:
RECRUITMENT
CAMPAIGN

PURPOSE:
EVALUATE THE EFFECT
OF A NEW ORPHAN
DRUG CANDIDATE IN
PATIENTS WITH SEVERE
CHRONIC ULCERATIVE
COLITIS

DISEASE:
ULCERATIVE COLITIS



SCOPE & DURATION:

The sponsor set out to test their new orphan compound in a phase IIb study covering 120 randomized patients across 40 investigator sites in 6 European countries. Recruitment efforts were set to achieve full enrollment after 14 months.

THE CHALLENGE:

The internally driven campaign managed to yield just 60% of enrolled target patient population, causing the sponsor to extend the recruitment window by 6 months. Trialbee was invited as a partner to ensure no further delays incurred.

THE OUTCOME:

After just 3 months of accelerated e-recruitment efforts, the population gap was fully closed and the study could commence as planned. With our support, the sponsor was able to:

- Secure 165 patient referrals through the Trialbee platform, saving 3 months of recruitment efforts
- Randomize 40% of the target population in just 3 months' time (triple rate)
- Work burden for investigator sites reduced through e-screening and call center screening



SCOPE & DURATION:

This phase III efficacy study targeted 120 patients randomized in just a 10 month recruitment effort with investigators spread out across 15 sites in 3 countries.

THE CHALLENGE

Trialbee was engaged from the start as the responsible party for reaching enrollment deadlines by leveraging digital awareness campaigns combined with online and call center screening.

THE OUTCOME:

In just over 6 months, or 60% of the allocated time, Trialbee managed to secure full enrollment and randomization of 120 patients as per the target. The benefits to the sponsor were tangible:

- Almost 4 months of recruitments efforts saved through effective online campaigning
- High conversion rate of site referrals (120 enrolled from 394 referrals)
- Work burden for investigator sites was reduced through e-screening and call center screening

URINARY

**WHAT:
RECRUITMENT
CAMPAIGN**

**PURPOSE:
EVALUATE THE EFFECT
OF COMBINING TWO
EXISTING DRUGS IN
OVERACTIVE BLADDER
SUBJECTS**

**DISEASE:
INCONTINENCE**



CUSTOMER TESTIMONIALS



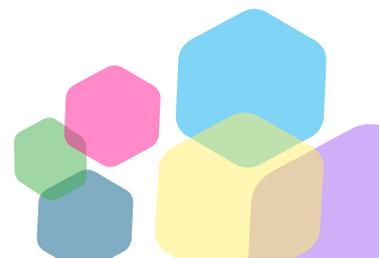
Using Trialbee's solution we have been able to reduce our workload in finding patients and matching them to clinical trials. We saved several hours of work per patient. Trialbee's pre-screening of patients is efficient and the direct feedback to patients and clinical sites are very valuable.



We have indeed had a great experience with Trialbee, too good in fact, which is why we'd like to stop today. The sites have a backlog of patients that they can't process fast enough.



Bristol-Myers Squibb





ABOUT TRIALBEE

Trialbee is a software solutions company founded in 2010 and based in Malmö, Sweden.

We partner with pharmaceutical companies and CROs to digitally connect and engage stakeholders across the clinical study chain.

Our aim is to help save lives by accelerating medical research and provide innovative solutions to healthcare challenges.



VISIT US AT TRIALBEE.COM

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RESOURCES

¹ [The Digital Clinical Trial: Placing the Right Bets](#). 2017. Accenture Life Sciences.

² Shafer, I. [BYO: The Era of Bring Your Own Arrives in Clinical Trials](#). 2015. PharmaTimes Magazine.

³ Clinicaltrials.gov

⁴ Hess, J. [Web-based Patient Recruitment](#) (White

Paper). 2017. Cutting Edge Information.

⁵ Griesel, D. [Clinical Trial Recruitment in the Digital Era: Some Smart Ideas](#). 2015. Applied Clinical Trials.

⁶ Temkar P. [Accelerating Study Start-Up: The Key to Avoiding Trial Delays](#). 2017. The Association of Clinical Research Professionals.

