

# GLOBAL BIOTECH RECRUITS 75% OF PATIENTS IN HALF THE ALLOCATED TIME WITH DIGITAL MATCHING

Trialbee's Smart Patient Matching triples patient randomization rate

## Challenge

A global biotech initiated a phase III study for severe allergic asthma. Study protocol originally accounted for enrolling 222 patients across nine UK-based investigator sites. 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.

However, after deploying traditional recruitment methods, the sponsor only managed to randomize 20% of the target patient population in 11 months.

## Solution

Trialbee partnered with the biotech during study start-up to get patient recruitment back on track and meet enrollment targets faster, which would not have been possible with a traditional recruitment approach. Trialbee's Smart Patient Matching solution was deployed, providing the biotech a seamless patient recruitment experience powered by real-time analytics. Clinical profile data, including epidemiology, target geography prevalence, comorbidities and other protocol-specific criteria, in addition to patient-related data such as demographics, behavior, interests and needs, were used to identify relevant patient populations.

Clinical and patient profiles were used to establish a smart digital presence with customized messaging positioned across a targeted mix of social media channels and outreach. Identified patients were electronically qualified, then telephone screened by a multilingual nurse panel to validate high-quality referrals to sites for randomization.

## Study overview

- Phase III severe allergic asthma respiratory trial
- 9 investigator sites across UK
- 222 patient-enrollment target
- 19-month targeted recruitment timeline

## Outcome

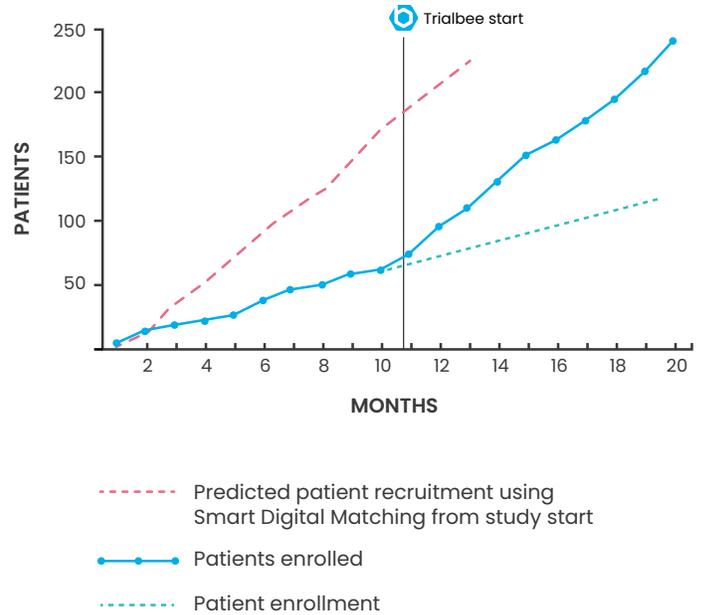
- Randomization rate tripled in first month after Trialbee was introduced
- 75% patients recruited in half the allocated time
- Using Trialbee from study start could have saved 7 months of recruitment efforts

## Outcomes

Deploying Smart Patient Matching led to dramatic improvements in recruitment and enrollment of qualified patients. The patient randomization rate was tripled in the first month of digital recruitment, and 75% of study patients were recruited in half of the originally allocated recruitment timeline. Recruitment was complete after 20 months, with 240 patients enrolled.

Projections show only approximately 100 patients would have been enrolled in the study after 20 months. By contrast, if the biotech had deployed digital recruitment from the beginning of study start-up, recruitment time could have been shortened by approximately seven months.

Additionally, investigator site burden was reduced through e-screening and nurse panel evaluations of referred patients. Only highly-qualified patients were referred and activated at each site, freeing site staff to focus on mission-critical tasks.



Randomization rate tripled in first month



75% patients recruited in half the allocated time



240 patients enrolled in 20 months

### Trialbee Smart Patient Matching

Seamless patient recruitment experience powered by real-time analytics. For more information or to schedule a demo, email us at [solutions@trialbee.com](mailto:solutions@trialbee.com) or visit us at [trialbee.com](https://trialbee.com).