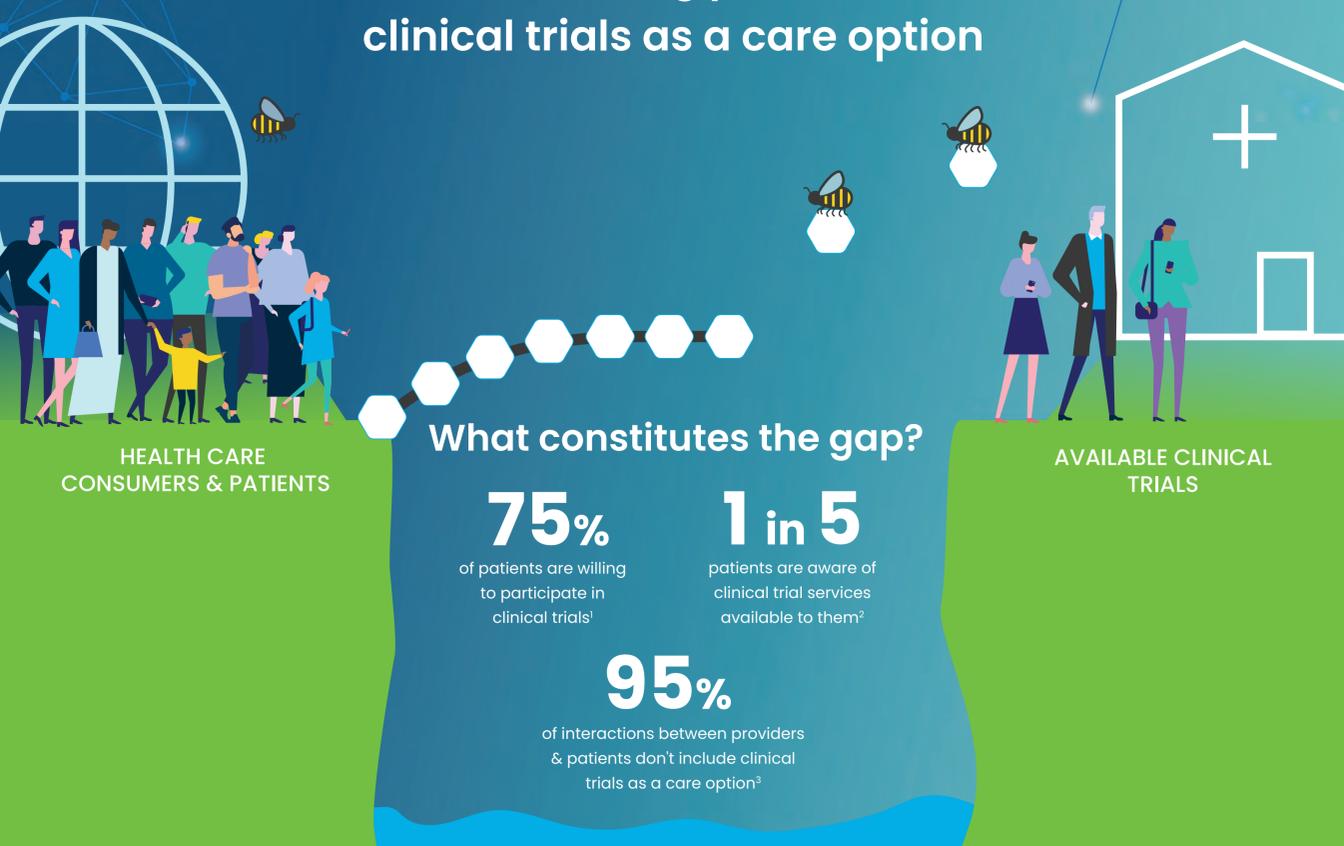
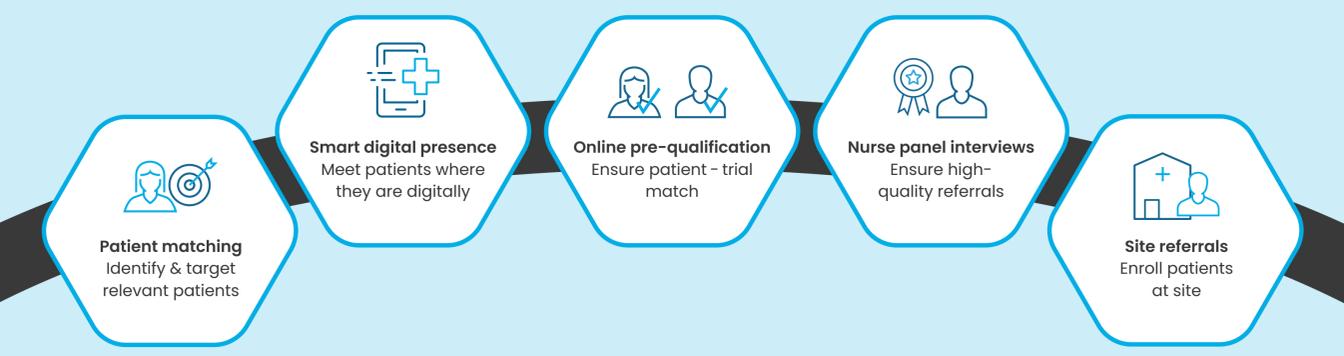


# How to build awareness and BRIDGE THE GAP between willing patients and clinical trials as a care option



Many willing patients are unaware of clinical trial opportunities. Building awareness would enable more patients to participate.

## Meet your patients digitally and optimize patient targeting with Trialbee's Digital Patient Recruitment solution.



### Conduct patient matching

- Electronic Health Records**
  - Find health care organizations (HCOs) with matching patients
- Claims Data**
  - Locate research sites in areas with a large number of patients
- Public Domain**
  - Match patients
  - Define keywords
  - Establish marketing mix



### Establish smart digital presence

- Identify the number of patients in a geographic area
- Use targeted ads and customized messaging
- Utilize social media and digital channels
- Track, optimize and convert targeted patients



### Pre-qualify patients

- Develop study website
- Perform online patient qualification
- Receive direct patient feedback



### Continuous optimization of patient flow

Trialbee manages analytic feedback and tracks patient flow throughout the entire recruitment process



### Ensure high-quality referrals

- Nurse panel interviews
- Study-protocol trained nurses
- Script-based communications



## Why go digital with Trialbee Patient Recruitment?

Digital recruitment methods have grown far beyond traditional email campaigns or outdated direct mailers. Utilizing claims data, electronic health record data, illness-related websites and patient communities increases your ability to reach highly qualified patients.

## Drive predictability and shorten timelines

Trialbee Digital Patient Recruitment drives predictability in clinical trials, which results in retained patients, better-managed complexity and reduced work burden. Contact us to see which system features and services match your needs.



DEDICATED TO PATIENTS. DRIVEN BY SCIENCE. POWERED BY DATA.

For more information or to schedule a demo, email us at [solutions@trialbee.com](mailto:solutions@trialbee.com) or visit us at [trialbee.com](http://trialbee.com).



<sup>1</sup>The Center for Information & Study on Clinical Research Participation. (2018). Public Willingness and Self-Reported General Knowledge of Clinical Research [Bar Graph Image]. <https://www.cicrp.org/wp-content/uploads/2018/05/Willingness-and-Knowledge-Clinical-Research-1280x720.png>.  
<sup>2</sup>Accenture. (2016). The Patient Is IN: Pharma's Growing Opportunity in Patient Services. [https://www.accenture.com/in-en/\\_acmedia/Accenture/next-gen-2/patient-services-survey-pharma/pdf/Accenture-patient-services-2016-survey-results-web.pdf](https://www.accenture.com/in-en/_acmedia/Accenture/next-gen-2/patient-services-survey-pharma/pdf/Accenture-patient-services-2016-survey-results-web.pdf).  
<sup>3</sup>National Institute for Health Research Clinical Research Network. (2015). Engaging for Increased Research Participation: Key Findings and Recommendations. <http://www.uhs.nhs.uk/Media/Southampton-Clinical-Research/Marketresearch/Engaging-for-increased-research-participation-key-findings-v2.pdf>