

Case Study: Primary Biliary Cholangitis (PBC)

Phase 3 | Rare Disease, Hepatology

Challenge

The study focused on a rare disease with a small, geographically dispersed population, which posed significant challenges for traditional site-based enrollment. Access to brick & mortar locations was limited, and symptom-related burdens—such as fatigue—made frequent site visits especially difficult for potential participants.

Solution

Science 37's Direct-to-Patient Site enabled at-home participation, removing geographic and logistical barriers to significantly expanding access across most U.S. states—including regions without traditional clinical sites—and increasing the pool of qualified participants. Additionally, Science 37 enabled participants at risk of dropping out from brick & mortar sites to transition seamlessly to an at-home trial experience, enhancing engagement while maintaining study continuity. This strategy led to 82.3% retention Part A of the trial—the crucial milestone for evaluating the investigational drugs initial effects compared to placebo.

Science 37 Results

Enrolled

47%

of Total
U.S. Study
Participants

82%

Retention Rate

in patients transferred from traditional
sites who were at risk of drop out

11x

Faster Enrollment

compared to traditional sites despite
joining the trial 6 months later

**Top
Enrolling
Site**

Among
142 Sites

**"Science 37's innovative services meant we could
bring the trial to the homes or neighborhoods of patients
in rural areas who would typically have to travel hundreds
of miles to the nearest clinical site"**

Brandon Maggio,
Global Head of Digital Operations & Process Optimization, GSK

GSK



Scan to Learn More about Our Direct-to-Patient Site.

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Direct-to-Patient Site**