

## 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 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  
US-based 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



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

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Direct-to-Patient Site**