

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

<p>Enrolled</p> <h1>47%</h1> <p>of Total U.S. Study Participants</p>	<h1>82%</h1> <p>Retention Rate</p> <p>in patients transferred from traditional sites who were at risk of drop out</p>	<h1>11x</h1> <p>Faster Enrollment</p> <p>compared to traditional sites despite joining the trial 6 months later</p>
<h1>Top Enrolling Site</h1> <p>Among 142 Sites</p>	<p>“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”</p> <p>Brandon Maggio, Global Head of Digital Operations & Process Optimization, GSK</p> 	



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