

Case Study: Colorectal Cancer Prevention

Oncology | Pivotal

Challenge

The sponsor, with a top CRO, aimed to enroll 25,000 average-risk adults (ages 45–85) to compare a novel blood test to colonoscopy for colorectal cancer screening. They prioritized ethnically diverse patient inclusion and faster timelines, but the 100 traditional sites reached only 2% of the eligible population. Limited geographic reach and slow enrollment threatened the study’s success.

Solution

Science 37 deployed its Direct-to-Patient Site, enabling a hybrid model where participants completed blood draws at home and more complex clinical assessments, like colonoscopies, at their local facilities. By using treating physicians and maintaining protocol standards via Science 37 investigators and mobile research-grade nurses, we ensured scientific rigor while expanding patient access nationwide.

Science 37 Results

<p>Enrolled 49% of Total Study Participants 12,000+ participants enrolled (original goal: 7,000)</p>	<p>24% Minority Representation Black, Hispanic, and American Indian</p>	<p>Top Enrolling Site Among 100 Sites</p>
<p>Expanded Access Participants Enrolled Across 49 U.S. States</p>	<p>Accelerated Timeline Study Completed 3+ Years Faster</p>	



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

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Direct-to-Patient Site