

FEATURED RESEARCH CASE STUDY



Background Science37, a clinical research organization (CRO) focused on trial enablement and universal trial access, partnered with Peggy Lillis Foundation in 2024 & 2025 to explore new, patient-centered approaches to clinical trial awareness and enrollment. With a decentralized, technology-enabled trial model, Science37 aims to reduce traditional barriers to participation, making it easier for patients to learn about and engage in clinical research.

Science37 sought innovative ways to reach patients affected by *C. difficile* infections and the healthcare providers who care for them. By collaborating with Peggy Lillis Foundation, a trusted patient advocacy organization with a deeply engaged community of patients, survivors, caregivers, and clinicians, Science37 aligned clinical research opportunities with established education, outreach, and support channels. Together, the organizations increased awareness of an active clinical trial, improved access to credible trial information, and ultimately support higher, more equitable enrollment.

OBJECTIVES

Expand Patient Reach

Increase awareness of a *C. diff* clinical trial opportunity to patients, survivors, and caregivers by engaging Peggy Lillis Foundation's trusted community and education channels.

Increase Healthcare Provider Awareness

Expand awareness of a *C. diff* clinical trial opportunity among healthcare providers by delivering clear, credible information through Peggy Lillis Foundation's trusted channels.

Increase Clinical Trial Enrollments

Reduce barriers to participation and motivate eligible patients to enroll in clinical trials by pairing Science37's decentralized trial model with Peggy Lillis Foundation's patient advocacy expertise.

APPROACH

Targeted Email Outreach

Deployed tailored email campaigns to patients, survivors, caregivers, and healthcare providers to share trial information and participation opportunities.

Social Media Engagement

Amplified trial awareness through coordinated posts across two of Peggy Lillis Foundation's social media channels to reach and engage diverse audiences.

Community Activation

Shared trial information within Peggy Lillis Foundation's 7,000+ member online support group to reach highly engaged patients and caregivers in a trusted peer environment.

Website Feature

Highlighted the clinical trial in the Featured Research section of Peggy Lillis Foundation's website, a trusted resource for patients and healthcare providers seeking trial information.

RESULTS

Social Media Reach

Social media promotion reached more than 1,500 users across diverse demographics, generating strong engagement with 32 link clicks, 35 likes, 6 comments, 5 direct messages, and 12 shares, demonstrating meaningful interest and interaction with the clinical trial content.

Targeted Email Reach

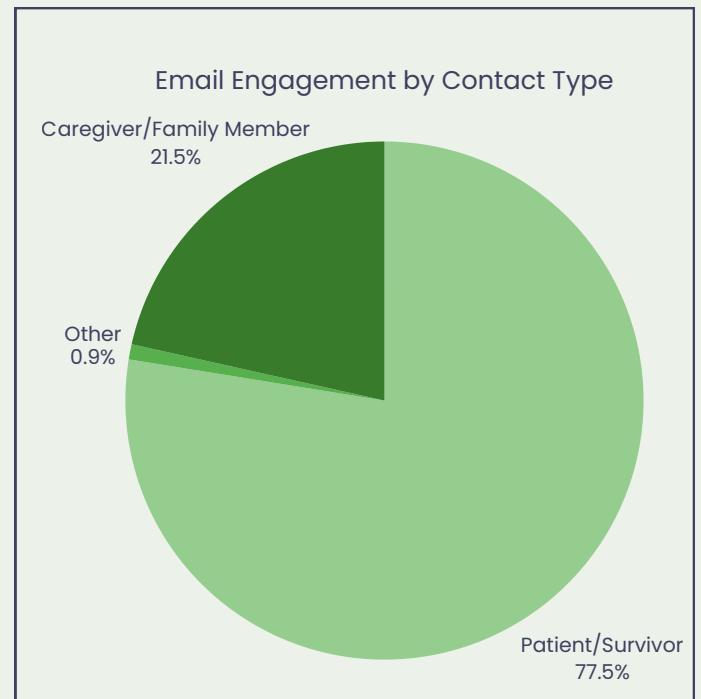
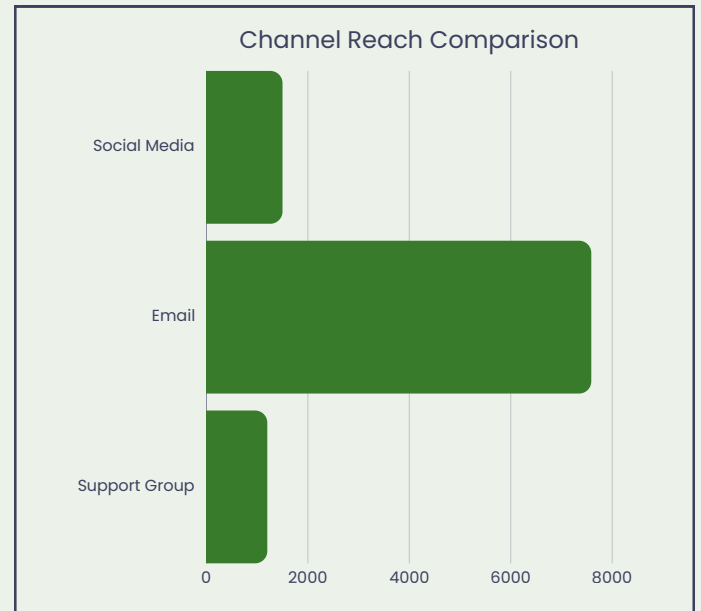
Targeted email outreach successfully delivered 7,588 emails and achieved a 31% open rate and a 1.9% click-through rate, with 12 direct replies, indicating strong engagement and interest among patient, caregiver, and healthcare provider audiences.

Community Engagement

Trial information shared within Peggy Lillis Foundation's 7,000+ member Facebook support group generated 1,200 impressions, along with 5 comments and 12 link clicks, reflecting strong visibility and engagement in a highly trusted patient community.

Patient Leads Produced

As a result of the multi-channel outreach campaign, the partnership generated **77 patient referrals**. Of those referrals, **28 patients were confirmed as trial eligible**, underscoring the effectiveness of leveraging Peggy Lillis Foundation's trusted patient community and education channels to reach appropriate, qualified participants. These outcomes highlight the value of advocacy-led engagement in not only driving awareness, but also high-quality clinical trial enrollment.



CONCLUSION

Through its partnership with Science37, Peggy Lillis Foundation successfully leveraged its trusted platform and engaged community to increase awareness of a clinical trial among patients, caregivers, and healthcare providers. By deploying a multi-channel outreach strategy that combined targeted email, social media promotion, website features, and community engagement, the collaboration resulted in meaningful engagement across diverse audiences. These results demonstrate the value of partnering with patient advocacy organizations to reduce barriers to clinical trial awareness, foster informed participation, and support more accessible and patient-centered research.

