

“Mind the Gaps” in Patient Recruitment:

Fixing Dead Ends, Misalignments, and Blind Spots to Drive Successful Outcomes

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Today's Panelists



**Caroline Melendez
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Senior Director, Patient
Engagement



Karen Whonder
Director, Global Site and
Patient Partnership



**Catherine Higgins,
PhD**
SVP of Science Programs



Leah Sorini
Director, Corporate
Partnerships



Puzzle Exercise #1

- Each piece represents a step in the patient recruitment journey.
- Please assemble what you believe that journey looks like.



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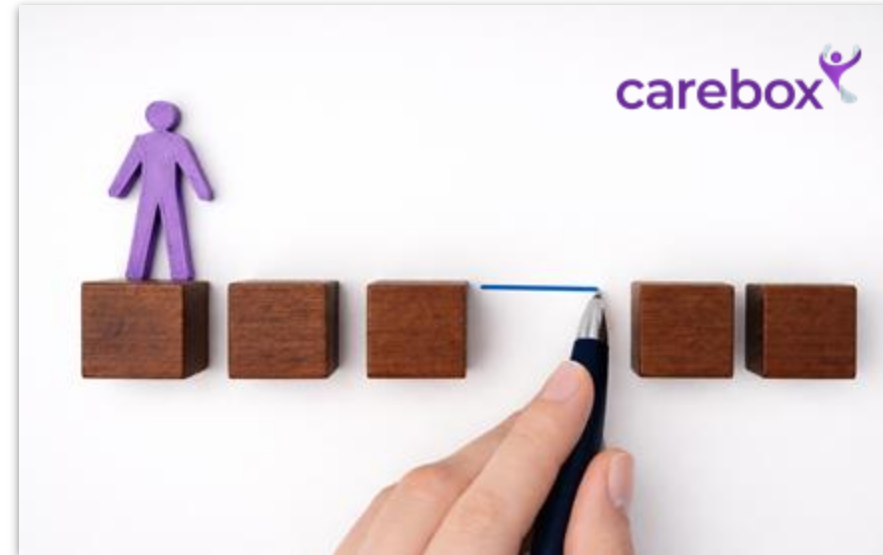
**Without shared structure, every stakeholder builds
their own version of the journey.**

Group Exercise by Table

At your tables, we'd like you to identify:

1. One or two major gaps in patient recruitment.
2. A practical solution to address them.

Please discuss and be prepared to share with the session participants.



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Puzzle Exercise #2

- Give you one additional piece – the base.
 - This base represents shared infrastructure
- Please rebuild the customer journey with the base included.



Puzzle Exercise #2

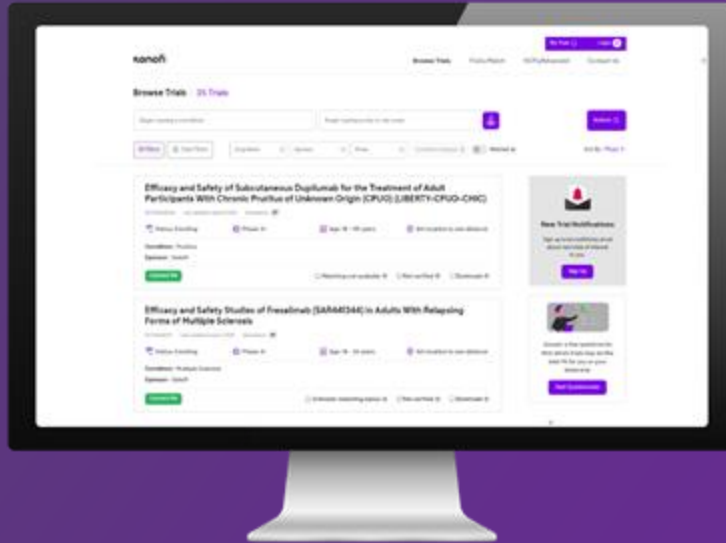
- Give you one additional piece – the base.
 - This base represents shared infrastructure
- Rebuild the customer journey with the base included.

**Shared infrastructure provides a
standardize foundation that aligns
stakeholders.**





ConditionMatch



Streamlines Pre-Screening and Eligibility Matching

Automates delivery of prequalified, patient-consented referrals across all trials to accelerate recruitment and reduce friction.



Delivers a Consistent Patient Experience Across Trial Portfolios

Standardizes referral workflows and communications to ensure every patient receives a clear, guided next step.



Increases Patient Engagement and Retention

Keeps patients informed and connected through transparent referral updates and optional support services.



Reduces Manual Screening Workload for Study Teams and Sites

Minimizes repetitive data collection and manual follow-up through automated lead delivery and consent tracking.



Enhances Visibility Into Recruitment Performance and Spend

Provides end-to-end referral analytics to track recruitment funnel performance, optimize spend, and inform future strategies.



PATIENTS **as** PARTNERS
in Clinical Research



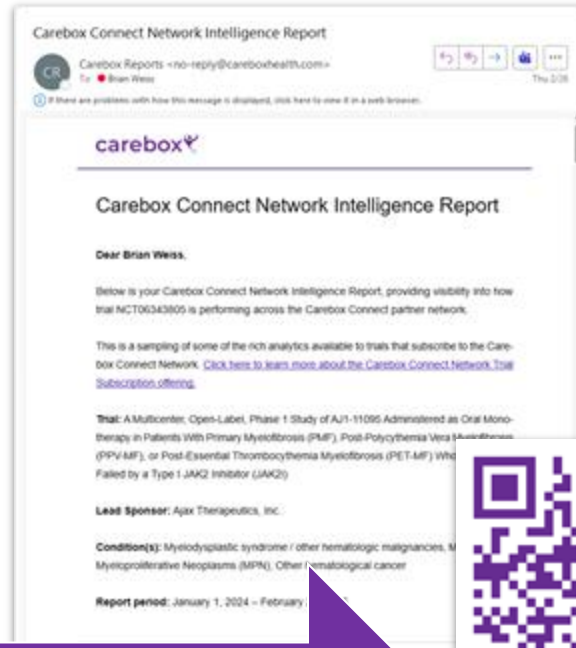
The Carebox Connect Network

A growing community of advocacy organizations connecting patients and clinical trials.

Obtain Insights into Patients Accessing Your Trial on the Carebox Connect Network

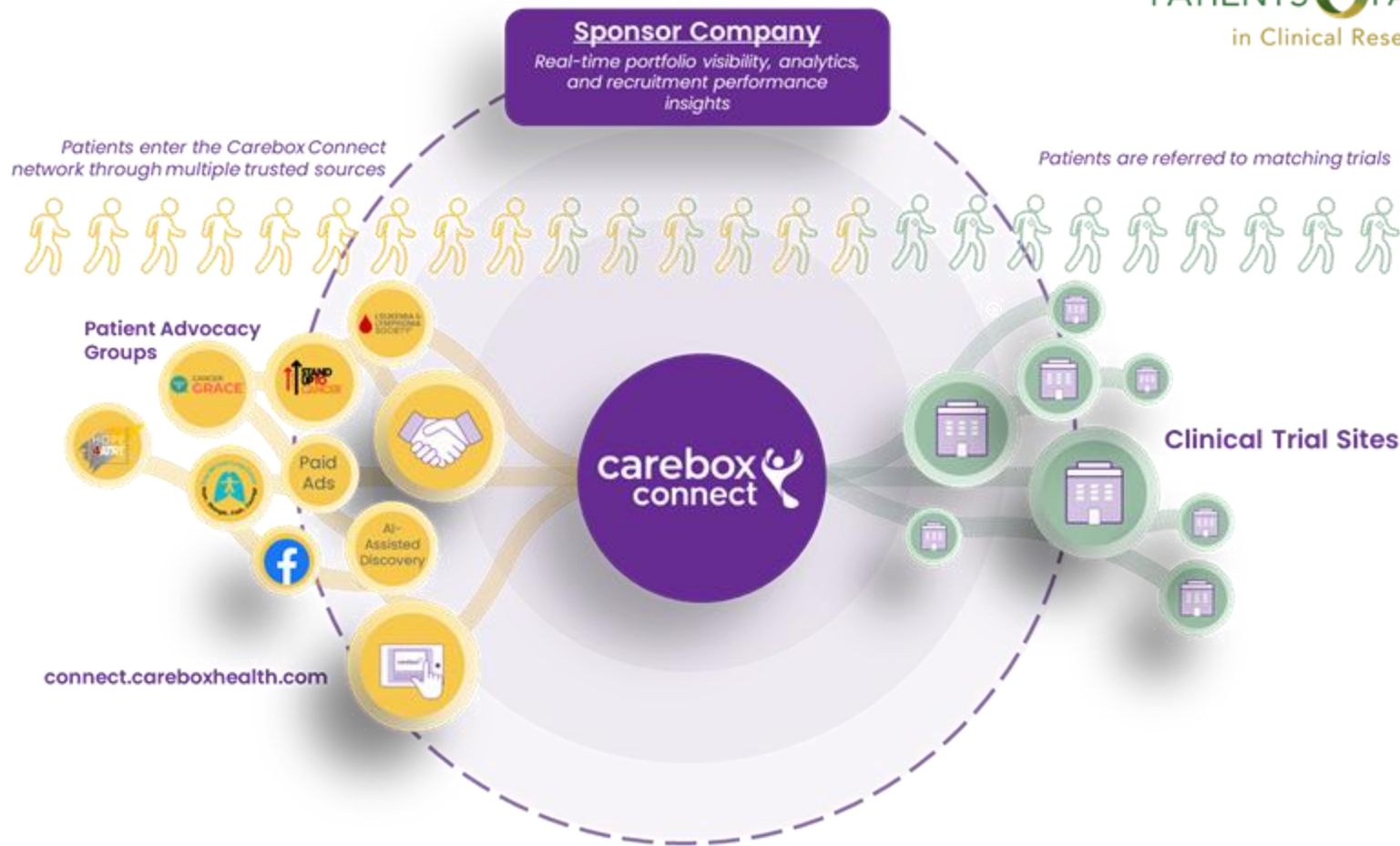
By entering a trial NCT ID, you receive an email-delivered report summarizing

- Network exposure
- Patient engagement
- Eligibility-based matching activity
- Recruitment barriers
- Competitive context



Scan the code for insights into patients accessing your trial on the Carebox Connect Network.





Thank you for attending today's session!

**CAREBOX HAS ENGAGED,
MATCHED AND REFERRED
PATIENTS TO CLINICAL
TRIALS FOR OVER 20 YEARS.**



2M+

Patients, caregivers, and health professionals have used our matching solution to search for trials

250K+

Patients, caregivers & health professional have engaged with our clinical trial navigators

300+

Biotech, pharma, medical centers, advocacy organizations, etc. have leveraged our platform

**FOR MORE INFORMATION
SCAN THE QR TO EMAIL
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