Case studies

trial flow

Improving engagement, adherence, and retention through patient-centred support

Three examples of how Trial Flow delivers measurable impact across global studies

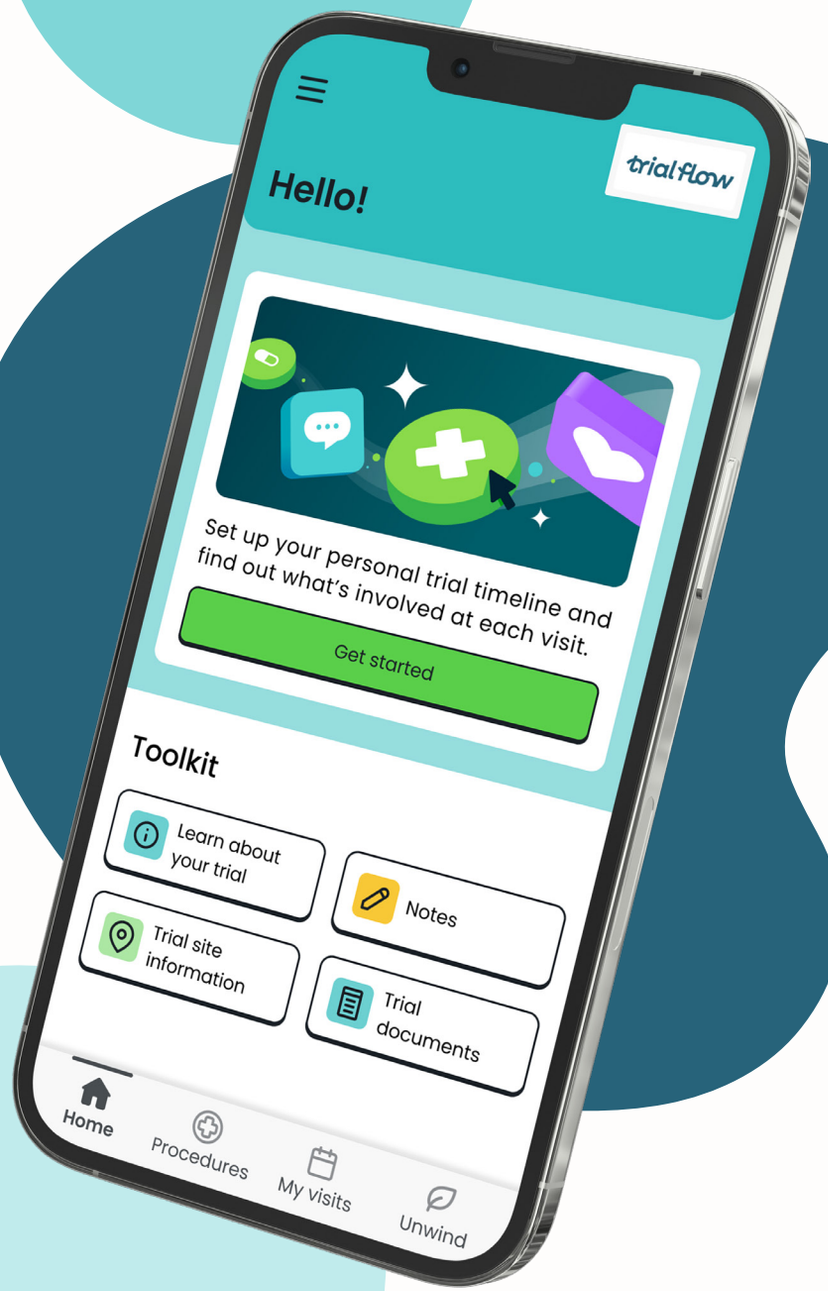
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Little Journey

Clinical trials consistently face challenges in engagement, adherence, and retention - impacting timelines, data quality, and overall cost.

Trial Flow is designed to address these challenges by delivering patient-centred support that is aligned to trial protocols and grounded in behavioural science.

This booklet showcases three real-world examples of how Trial Flow has been deployed across different trial contexts.

Demonstrating measurable improvements in patient experience, operational efficiency, and study performance.



What's inside

Three examples of how Trial Flow improves clinical trial performance across different challenges

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Get a summary of how Trial Flow improves engagement, adherence, retention, and site experience



Reducing dropouts and trial timelines in global gastroenterology study

Key results:

53%

reduction in patient dropout

75% anticipated vs 35% actual

83%

site uptake

29 of 35 sites actively using Trial Flow

14 months

faster study delivery

Oct 2027 vs Aug 2026 projected

100%

satisfaction

Sponsor, CRO, and site teams would use again



Trial Flow delivered measurable improvements in retention, timelines, and site engagement in a complex global gastroenterology study.

68 patients | **35** sites | **9** countries | **16** languages

Challenges

This study presented significant operational risk:

- High burden protocol including multiple endoscopies under general anaesthetic
- Difficulty maintaining motivation and engagement for an already approved drug
- **75% anticipated dropout rate**, threatening timelines and data completeness

The sponsor needed to reduce dropout without adding additional burden to already stretched site staff.

Our solution

Trial Flow was configured to deploy a study-branded app to directly address these barriers:

- Targeted education to prepare patients and caregivers for endoscopy and anaesthesia
- Clear, structured guidance across each stage of the study
- Engaging content including virtual tours, caregiver information, and distraction tools
- Support designed to improve both understanding and emotional readiness

This ensured patients were better prepared, more confident, and more likely to remain engaged throughout the trial.



Outcomes

Retention & timelines

Dropout reduced by more than half

Study timelines accelerated by over a year



Site performance

High uptake across global sites

Easy integration into existing workflows



Engagement

200+ patients and caregivers actively using the platform

Strong satisfaction across the sponsor, CRO, and site teams

> "The visits to the sites by the Trial Flow team were very valuable in helping the sites engage with the service and appreciate the value of implementing it."

Sponsor feedback

Streamlining site activation for a global multi-site trial

Key results:

8 sites

activated in one day

Across 5 countries

9/10

promoter score

Sites very likely to recommend Trial Flow

under 60 minute

training time

Per site

100%

satisfaction

On effectiveness of training and activation



Our team delivered highly effective site training and activation, enabling research staff to successfully introduce patients to Trial Flow to support their trial experience, adherence and retention rates.

Challenges

80% of clinical trials are delayed, likelihood of delays increases for:

- Multi-site trials due to increased complexity and coordination versus single-site trials
- Sites where research staff manage multiple trials with different processes and tools

Both of these barriers applied to this study. The sponsor needed a solution that could integrate seamlessly into existing workflows and be confidently introduced to patients.

Our solution

Trial Flow was implemented using a structured site activation model:

- Standardised onboarding process across all sites
- Combination of remote and on-site activation sessions
- Training, demo, and onboarding delivered in under 60 minutes per site
- Led by site success managers with clinical research experience



Outcomes

8 sites	successfully activated in a single day
100%	satisfaction with training delivery
9/10	likelihood to recommend Trial Flow

Across all our trials we've maintained an average **95% site uptake rate** (March, 2025)



"I knew of the app benefits, but seeing it first-hand really gave me much better insight to how easy, useful, beneficial, and user friendly it really is."

Clinical Research Associate, US Site

Supporting families through complex gene therapy journeys

Key results:

49

rare disease families participated

Via workshops, interviews, events and surveys

89%

caregivers say information provided by Trial Flow is useful

For them and their child

50+

content type mock-ups designed

To support across five key stages of gene therapy journeys



Our team undertook extensive co-design with our children's advisory group, patient advocacy groups, and pharmaceutical industry experts to configure Trial Flow for children with Duchenne Muscular Dystrophy (DMD) participating in gene therapy research.

Challenges

Gene therapy research for a life-limiting rare disease is uniquely challenging for families:

- High emotional and cognitive burden
- Complex, high-stakes screening and enrolment decisions
- Long-term monitoring (up to 15 years in some studies) requires sustained motivation and engagement

Families faced an "all or nothing" decision when enrolling. The sponsor required clear information and sensitive support throughout the gene therapy journey.

Our solution

Trial Flow was configured through a deeply patient-centred approach:

- Co-designed with 49 families, plus advocacy groups and experts
- Support structured across five key stages:
  - Eligibility
  - Planning and preparation
  - Gene therapy infusion
  - Short-term monitoring
  - Long-term monitoring
- Age-specific content tailored to children and caregivers
- Focus on both informational and emotional support, with support through unexpected 'unhappy paths'



Outcomes

89% of caregivers found the content useful for them and their child

Strong qualitative feedback from families and pharma teams

Improved confidence and understanding across the treatment journey

"Your power wheel is this psychosocial aspect that is helping kids, and the parents as well. You are speaking to the gaps I cannot speak to."
Patient Lead

Thank you for working to improve lives!"
Parent & co-design workshop participant





Behind every trial are families navigating uncertainty

Patient support is about making participation feel clear, manageable, and worthwhile. This is what drives better engagement, adherence and retention.

Summary

Across these examples, Trial Flow consistently delivers:

- Improved patient engagement and understanding
- Increased adherence to protocol requirements
- Higher retention and reduced dropout
- Reduced burden on research sites
- Scalable deployment across studies, therapy areas, patient populations, languages, and geographies



trialflow

Trial Flow is a scalable patient support delivery platform that helps sponsors and CROs improve engagement, retention, and adherence across clinical trials.

Book a Trial Flow demo

to see how Trial Flow can support your next study

https://www.littlejourney.health/demo-life-sciences

trialflow

Delivering patient-centred clinical trials at scale.

Find us online at
www.littlejourney.health

linkedin.com/showcase/trial-flow

Want to know more?
Speak to our team about our full capabilities and use cases