

Advanced Analytics to Enhance Clinical Trials Recruitment

Business Challenge

Clinical trial patient enrollment was insufficient due to poor recruitment yields and patient drop-offs. Lack of insight into the Provider/HCP clinical activity, patient profile segments, and trial site location “affinity” was a major barrier to effective outreach and yield.

Solution

A “quick win” data analytics solution for improving HCP targeting efficiency. A long-term plan and process for trial progression tracking supported by comprehensive data alignment.

Approach

- **Create a methodology:** to identify the HCPs that would best drive traffic to trial sites.
- **Develop an interactive dashboard:** enabling interactive criteria change to analyze individual site locations tailoring criteria to help identify needs.
- **Analyze trial cohort gaps vs goals:** creating a target list of HCPs to enable a recruitment outreach campaign.

Business Value

- **Established new data methods** for selecting HCP targets and related campaign outreach
- **Increased the number of targeted HCPs** from the first outreach by 40% with improved quality
- **Helped the clinical team execute faster,** assess gaps, and integrate data insights with their work

