

Supporting Access to Clinical Trials

Challenge and Opportunity

A large consumer products company and a health system wanted to create a new way to provide individuals with information about upcoming clinical trials.

Approach

- The biggest barrier to success with medical research is finding the right number and quality of participants to take part in a clinical trial.
- Using ML, our team developed a tool where anyone who searched about clinical trials would be directed to the health system's portal about their trials.
- This process involved extensive research on each of the clinical trial's qualification standards and potential participant profiles.

Results

The launch of the tool has increased clinical trial success by 50%.

50+

Clients Served*

20+

Data Services Offered

185%

Average ROI

Based on 2 years of cost decrease or revenue increase over consulting fees *

(excluding internal implementation cost)