

IQVIA Patient Recruitment and Enablement

A holistic approach to speed patient identification and recruitment, reduce site burden and empower patient engagement throughout your clinical trial.

THE SITUATION

Sponsors of clinical studies are under extreme pressure to deliver treatments to patients faster. Today's complex protocols and competing trials lead to exponentially greater challenges to recruiting and retaining qualified participants. Sponsors need innovative approaches that leverage patient insights, industry best practices, data analytics and technology.



Sponsors - Want to complete the trial on time and on budget



Sites - Need to find patients to enroll in the trial within sponsor's timeline



Patients - Want to find a treatment that is appropriate and convenient

THE IQVIA DIFFERENCE

IQVIA Patient Recruitment and Enablement delivers patient-focused and site-centric solutions to accelerate enrollment, enhance engagement, and deliver trials on time and on budget.

By applying intelligent data and expertise, we target precisely where patients exist, broadening the identification of patients beyond the site's database.

Leveraging a holistic strategy, IQVIA supports both site-based recruitment and directly engages with patients in the community to impact individual studies and inform overall trial delivery.

IQVIA Patient Recruitment and Enablement seamlessly integrates deep clinical capabilities across patient identification, recruitment, retention and re-engagement, helping sponsors overcome study complexities and maximize efficiencies with customizable solutions to accelerate clinical trials and deliver treatments to patients.

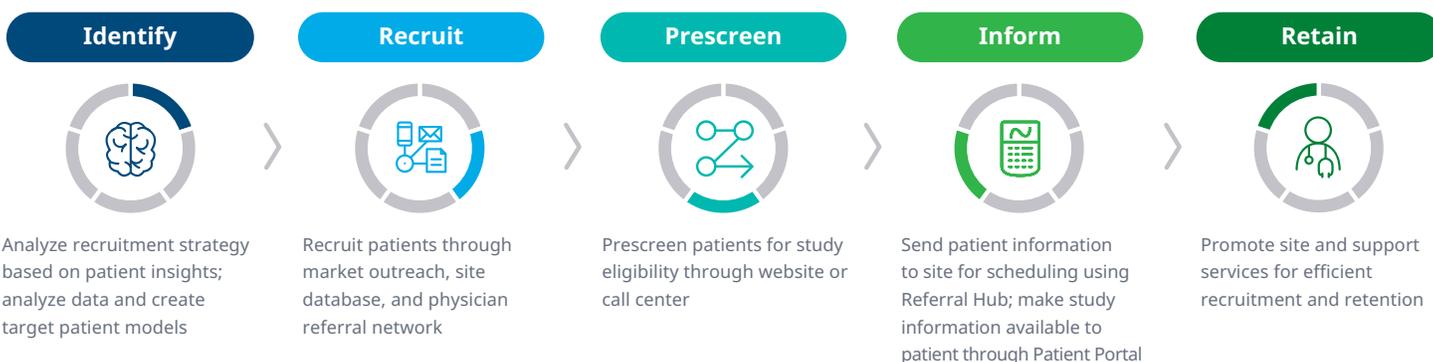


Access to unparalleled patient and consumer databases, including a longitudinal view of the data.



A deep understanding of the data and the ability to curate and analyze healthcare data, specifically how it can be extracted to meet sponsor needs.

Patient recruitment and enablement process



Meeting the demands for faster, patient-focused trials



ACCESS TO UNPARALLELED PATIENT AND CONSUMER DATABASES

Patient Recruitment and Enablement leverages data-informed modeling and patient matching to identify patients with greater precision while providing qualified referrals and randomizations to sites for any therapeutic area, in any country and for any study protocol.



DATA-DRIVEN APPROACH TO RECRUITING THE RIGHT PATIENTS

Our omnichannel approach is optimized in real-time across all media including social media, digital search targeting, database outreach, and our health network, which includes patient communities, lab, pharmacy, and biomarker partners. Combining our unique data modeling capability with our optimized marketing approach enables us to quickly refine our targeting to ensure we are delivering the right message to the right patient at the right time.



ANALYTICS AND REPORTING DASHBOARD SHOW FULL TRANSPARENCY

Multi-page dashboard showcases holistic, cumulative metrics and individual study-specific details for granular analysis so that sponsors, sites and patients are well informed of the trial journey. Online, real-time, automated reporting offers transparent performance reports and eliminates surprises for all stakeholders.



OPTIMIZE THE PATIENT EXPERIENCE

Connect patients to the clinical research journey where simple, transparent engagement starts at awareness. The IQVIA Patient Portal is a patient-focused retention solution that gives patients direct access to their data throughout the trial and beyond including trial updates, reminders/notifications and disease education. Patients then transform the clinical trial experience and influence study design in the development of new treatments.



REDUCE SITE BURDENS WITH STRATEGIC SITE SUPPORT

IQVIA site support services complement trial recruitment efforts, maximizing patient flow for increased efficiency while continually monitoring staff needs, allowing sites to focus on high-quality patient care. Having a deep partnership with sponsors and study sites offers not just fast recruitment, but quality recruitment, ensuring a meaningful experience.

Partnering with IQVIA means



Therapeutic and longitudinal patient insights



Domain expertise and custom design



Agility to meet study-specific needs



Tailored country delivery

See how IQVIA Patient Recruitment and Enablement can help you overcome complexities, accelerate timeline, increase patient engagement and decrease site burden with our customizable holistic recruitment strategies.

Learn more at [IQVIA.com/patientrecruitment](https://www.iqvia.com/patientrecruitment)



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