

# Consumer Health Virtual Trials Infographic

**30%** 

Average participant drop-out rate across all clinical studies



**24%**

Of consumer health executives said "**Data not being sufficiently robust**" is their greatest challenge to carrying out consumer health product claims research

**19%**

Of consumer health executives said "**high costs**" is their greatest challenge to carrying out consumer health product claims research



**50%**

Potential cost savings to be made from conducting a trial virtually

Potential increase in enrolment speed by conducting a trial virtually

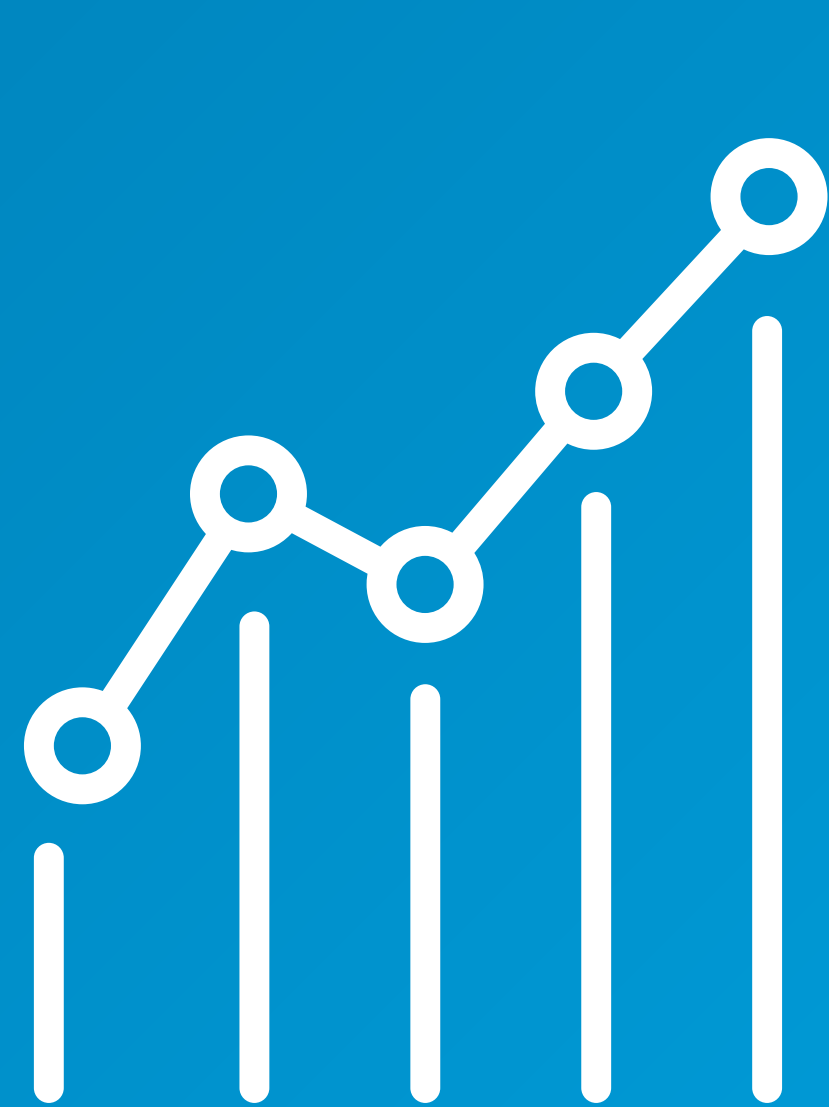


**24 DAYS**

Time it took to enrol 400 eligible patients for a recent consumer health virtual trial

**1 MONTH**

Time taken to complete a virtual trial end to end for an intense RCT



**100%**

Percentage of a recent trial completed virtually for a client exploring the possibility of changing their product use from treatment to prevention, and to establish a strong differentiated claim

## Dive deeper

[Download](#) our whitepaper *Virtual Real-World Research: The new normal for consumer health claims generation*