Use Case

Citeline Real-World Data
Site/PI Selection and Patient Engagement

Learn how Citeline's Real-World Data (RWD) can help you identify which investigators and physicians are treating protocol-matched patients to inform site selection and patient engagement

Situation

A client's clinical trial was struggling to recruit non-small cell lung cancer patients with a specific genetic mutation and who also met a list of exclusion criteria.

The company approached Citeline for:

Guidance on which HCPs to reach out to for patient referrals

Help with the outreach

Solution

Immediate results

Using a combination of medical claims and lab data from Citeline's real world data asset, Citeline conducted a site-level analysis to:
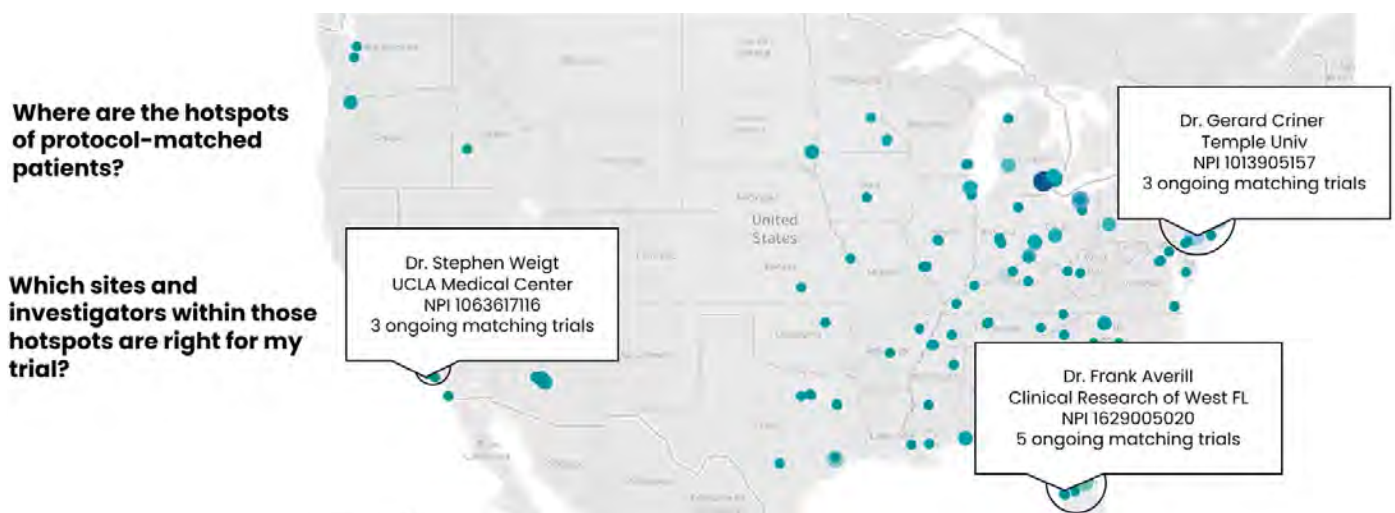
Identify relevant patients meeting the study's inclusion and exclusion criteria

Quickly see which investigators and physicians are treating patients who meet trial criteria

From there, Citeline overlaid HCP outreach services, Citeline Connect, to raise awareness of the clinical trial with treating physicians and to facilitate patient referrals. Data monitoring and outreach continued for several months to capture the maximum physician and patient audience.

RWD can be used to take an even more patient-centric view on clinical trial feasibility

Where are the hotspots of protocol-matched patients?

Which sites and investigators within those hotspots are right for my trial?

Dr. Gerard Criner
Temple Univ
NPI 1013905157
3 ongoing matching trials

Dr. Stephen Weigt
UCLA Medical Center
NPI 1063617116
3 ongoing matching trials

Dr. Frank Averill
Clinical Research of West FL
NPI 1629005020
5 ongoing matching trials

Ongoing support

A regular data refresh and alert cadence was established to support ongoing recruitment by identifying target physicians treating net new patients of interest.

Value

Benefits of integrating RWD into your site/PI selection and patient engagement planning from the start.

Reach the right physicians with the right patients based on unbiased and objective data

Accelerate recruitment timelines by targeting sites with a higher incidence of the target disease

Avoid unnecessary costs associated with traditional methods of patient identification and opening sites with few to no relevant patients

Make clinical trials more equitable for all by including diverse populations up front and incorporating it into your plan

The Citeline Difference

Access an end-to-end solution, inclusive of data-driven planning and patient engagement strategy to expedite your trial

Tap into unique combination of powerful, granular data sources to generate nuanced insights

Work with a **dedicated team of experts** with hundreds of years of combined clinical and commercial expertise, delivering insights how you need them

Utilize support throughout the R&D lifecycle – from initial strategy/commercial analysis to clinical development and disclosure

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LEARN MORE

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Citeline, a Norstella company, powers a full suite of complementary business intelligence offerings to meet the evolving needs of life science professionals to accelerate the connection of treatments to patients and patients to treatments. These patient-focused solutions and services deliver and analyze data used to drive clinical, commercial and regulatory-related decisions and create real-world opportunities for growth.

Our global teams of analysts, journalists and consultants keep their fingers on the pulse of the pharmaceutical, biomedical and medtech industries, covering it all with expert insights: key diseases, clinical trials, drug R&D and approvals, market forecasts and more. For more information on one of the world's most trusted life science partners, visit Citeline.com