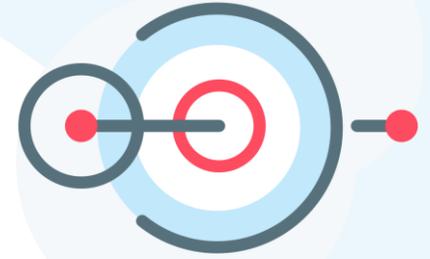


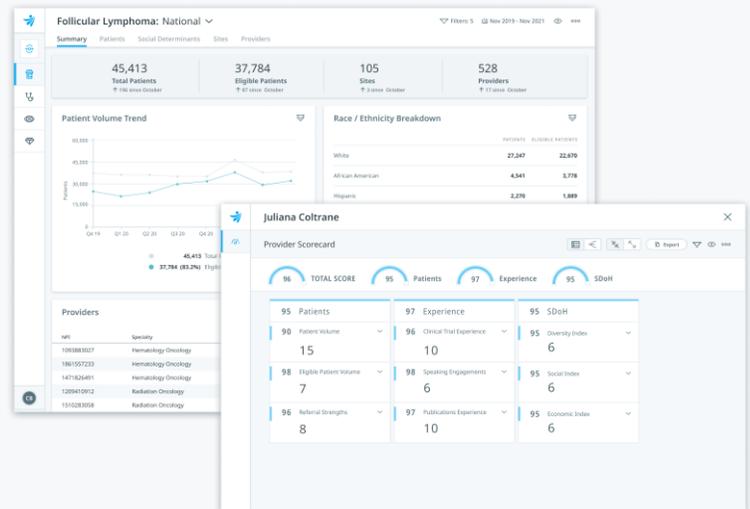
## CASE STUDY

# Top 20 pharma company identified 3.8K highest potential investigators for its osteoarthritis clinical trial with a niche patient population



## Overview

A top 20 pharma was beginning recruitment for an osteoarthritis clinical trial, however, the protocol had very narrow inclusion and exclusion (I/E) criteria (focusing on a subset of osteoarthritis patients). Existing data assets could not identify this niche patient population or the highest potential principal investigators (PIs) to recruit eligible patients. The sponsor used Clarify Trials, a real-world insights software, to assess the number of eligible patients, identify the physicians most likely to recruit them, and evaluate each physician's potential to be a PI. As a result, they were able to accelerate the site selection process and stay on track with their recruitment timeline. Later, they used the platform to quickly identify patient populations against I/E criteria in two additional trials.



## Highlights



### 430K hard-to-find patients identified

Using claims data and a clinical informatics approach, 430K patients that met the protocol's strict I/E criteria were identified. These criteria were not available in EMR.



### 3.8K physicians identified as high potential PIs

The team started with a list of 20K potential PIs but used Clarify's physician insights to refine the list to 3.8K physicians with the highest potential to recruit eligible patients.



### Accelerated site selection across two additional studies

Using the Clarify platform allowed the team to quickly assess I/E criteria in two more trials in different disease states without custom work.

## Challenge

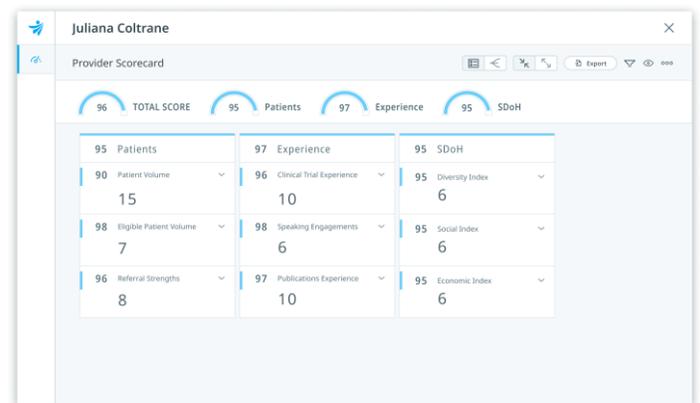
### Selecting sites to recruit patients who met narrow I/E criteria

A clinical operations team at a top 20 pharma company was preparing to start a clinical trial of a drug to treat patients who had obesity and osteoarthritis. They needed to find site investigators who could participate in the study and recruit and enroll patients quickly. However, the I/E criteria for the study was very nuanced, which made it challenging for the team to determine if they would be able to recruit enough patients to meet their strict I/E and which physicians would be seeing eligible patients. As a result, the study team was already over budget on site selection and needed a new approach.

## Solution

### Used Clarify Trials to define precise I/E criteria and select PIs and sites

The team chose to use Clarify Trials, an on-demand, real-world insights software that accelerates recruitment within niche, diverse, and hard-to-find patient populations. With Clarify Trials they were able to assess longitudinal, payer-complete patient journey claims data to assess I/E criteria with a high degree of specificity. A tailored clinical informatics approach, leveraging unique clinical proxies, was used to assess criteria not available in EMR data to identify hard-to-find patients. The analysis also identified the physicians most likely to recruit eligible patients and delivered physician profiles so that the study team could assess how qualified each physician would be as a PI.



## Results

### Accelerated site selection to meet recruitment targets faster

#### Assessed I/E criteria to determine the eligible patient population

- They were able to pinpoint eligible patients using unique clinical proxies and found that 430K patients met their initial I/E criteria. This gave them better insight to refine their approach to meeting trial endpoints and recruitment targets.

#### Identified highest opportunity physicians to accelerate selection of sites and PIs

- The physician analysis narrowed down their initial list of 20K potential site investigators to a list of 3.8K highly qualified physicians who had clinical trial experience, were non-naive physicians, and would be likely to meet recruitment targets.

#### Utilized a single platform to save time across two studies

- Using the same platform, the team was able to stand up two additional trials in different disease states very quickly without custom work. The analysis was easily configured to identify patient cohorts and physicians within each new disease area.

### About Clarify Health

Clarify Health is an enterprise analytics and value-based payments platform company that empowers life sciences companies, payers, and providers to deliver better care, therapies, and outcomes with actionable patient journey insights. Life sciences companies use Clarify's cloud-based software for healthcare analytics and real-world evidence (RWE) to accelerate patient recruitment for clinical trials and drive faster brand adoption at launch and beyond. It delivers on-demand insights with unprecedented speed and precision. Learn more at [clarifyhealth.com](https://clarifyhealth.com).