

■ 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 company 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 neither identify this niche patient population nor the highest potential principal investigators (PIs) to recruit eligible patients. The trial sponsor used Clarify's analytics insights 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.

Follicular Lymphoma: National

45,413 Total Patients

↑ 183 SINCE OCTOBER

37,784 Eligible Patients

↑ 57 SINCE OCTOBER

105 Sites

↑ 5 SINCE OCTOBER

528 Providers

↑ 12 SINCE OCTOBER

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 insights 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

The 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 were very narrow, creating challenges to meet the deadlines to recruit enough patients to meet their strict I/E and determine 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

Analytical insights to define precise I/E criteria and select PIs and sites

The team chose to use Clarify's real-world insights software, designed to accelerate recruitment within niche, diverse, and hard-to-find patient populations. With these insights, 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

Accelerating time to launch

Assessed I/E criteria to determine the eligible patient population

The team 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

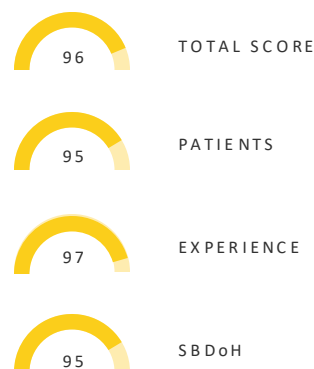
The physician analysis narrowed down their initial list of 20K potential site investigators to a list of 3.8K highly qualified physicians who had clinical trial experience, were non-naive physicians, and would be likely to meet recruitment targets.

Scaling 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.

Julia Coltrane

Provider Scorecard



About Clarify Health

Clarify unlocks the hidden value in healthcare data. Trusted by providers, payers, tech and services, and life sciences companies, Clarify uses the power of data and AI-powered predictive analytics to make complex decisions easier. The Clarify Atlas Platform® is the foundation, leveraging the industry's largest and most robust dataset to map more than 300 million lives and 20 billion data points to surface actionable insights with unparalleled speed and precision.