



Leverage the power of real world demographic data to support your clinical trials

Meet the increasing demand for diverse patients in your studies

Finding comprehensive, high-quality Real World Data to support your diversification goals can be challenging.

Without this vital data, you run the risk of failed recruitment goals, potential changes in efficacy, safety and adverse events in a broadened population, and regulatory body implications.

What if you could...

leverage robust, insightful and actionable patient demographics to improve and enhance your diversification strategies?

This would allow you to...

make more educated and tactical decisions when selecting your sites, to ensure those institutions have access to patients not only meeting your trial's I/E criteria, but also your diversification targets.

Citeline's RWD Solutions are here to support you.

With our RWD Solutions, you can access age, race and gender demographics, to make the most informed and educated decisions as you work towards establishing a diverse patient population.

UNDERSTAND DIVERSITY BY:

PATIENT



Identify and engage specific patient populations meeting the trial's I/E criteria and diversification goals to increase recruitment success

PROVIDER



Diversify the racial composition of your investigators to reach potential patients that may otherwise be excluded from trials

SITE



Prioritize site selection by uncovering diversity opportunities institution by institution

Further enrich your diversification activities by using Social Determinants of Health, which allow you to better understand unforeseen risks that may impact the successful enrollment of underserved populations.



Average household income



Language



Education



Commute times

Click [here](#) to learn how you can leverage patient demographics to optimize site selection and hit your diversity goals faster.

For more information please contact us

US Toll-Free: +1 888-670-8900 | **US Toll:** +1 908-547-2200

UK & Europe: +44 (0) 203 377 3737

Australia: +61 2 8705 6907

 pharmaintelligence.informa.com

 Pharma@informa.com

RWD Solutions 
Pharma Intelligence