



CASE STUDY:

# Feasibility & Site Selection

**RWD Solutions**   
Pharma Intelligence

# Situation



A large pharmaceutical company working in renal disease was looking to:

- Analyze its list of selected US sites against accessible, protocol-matched patients
- Explore additional sites with access to relevant protocol-matched patients for supplementary recruitment support



The sponsor had identified potential risks to reaching recruitment goals and was working to get ahead of these threats.



The sponsor was also interested in exploring Connect services to support patient recruitment efforts.



# Solution



## Analysis of sponsor-selected sites

- Medical claims and demographic data were used to **identify patients matched to the trial protocol**, for each sponsor-selected site
- Patient counts were broken down **by gender and race**
- Competitive trial counts were noted for each institution to **highlight sites with greater competition for patients**



## Identification and analysis of physicians affiliated with sponsor-selected sites & their extended health system

Sponsor needed to better understand the physician landscape across the health networks for their selected sites to optimize patient recruitment efforts. This included:

- **Identifying physicians across each health system** with a high number of patients matched to the protocol
- **Liaising with the investigator at that site** to connect with patient-dense physicians and holding these investigators accountable for patient recruitment
- **Leveraging the Citeline Connect team** to support additional outreach efforts through a targeted campaign



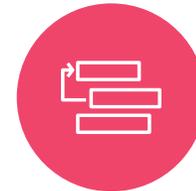
## Identification of supplemental sites and associated physicians

- **An additional ~50 sites, inclusive of affiliated physicians**, were identified, ranked by patient volume (broken out by gender and race) and provided to the sponsor as added resources to leverage, if needed
- These supplemental sites **contained exponentially (4,000%!) more patients** than the sponsor-selected sites



# Key Findings

Through medical claims and patient demographics, RWD Solutions was able to:



**Prioritize the sponsor-selected sites** based on patient volumes



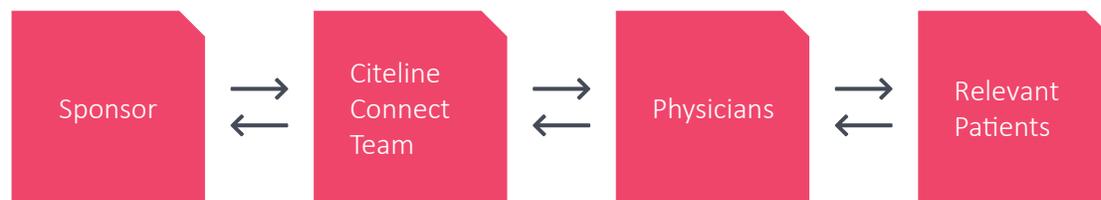
**Highlight key physicians with access to relevant patients** at each of these institutions to drive patient referrals into the study



**Identify a supplementary list of sites** with access to 4,000% more protocol-matched patients than the sponsor-selected sites to bolster recruitment efforts

# Next Steps

Sponsor has partnered with Citeline Connect to conduct targeted outreach to identified physicians with confirmed patients matching the study protocol to raise awareness of this clinical trial.



Click [here](#) to learn more about **RWD Solutions**

This trial is ongoing; the case study presented above represents the initial analysis and findings. Case study will be updated with additional details as recruitment progresses.

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