5 Ways to Improve Clinical Trial Success

Combine Artificial Intelligence AI + Unstructured Data to Gain New Insights and Find Participants Faster

Successful clinical trials rely on a number of factors, including robust trial protocols, excellent relationships between sites and sponsors/CROs, timely and accurate recruitment, and long-term participant engagement. Electronic medical records (EMRs) provide a wealth of information about the patient population at sites as well as the patients themselves.

~90% of that information lies buried in unstructured data (e.g., physician notes, pathology reports, and imaging) and is difficult and time-consuming to find.

Using AI, it is possible to gain value from that unstructured data and speed up the clinical trial process. Here are 5 examples that can be applied today.

Enable sites to conduct effective feasibility before taking on a study. **Rapidly find and recruit participants** Identify and select sites that have a through precision-matched known population of patients Publish studies into the Trial Marketplace where sites can view matching your criteria. patient listings. the trial criteria. • Get an accurate list of eligible patients Query EMR data of select sites to • Sites can run queries to determine if based on precision matching of their determine which sites have a large they have the patient population to characteristics to the trial criteria. enough patient population meeting support the study. your criteria. • Natural language processing looks beyond the search terms to all data in Select the optimal set of sites that the EMR to ensure the best match will enable your trials to meet possible. enrollment targets. **Design and optimize your study Provide patients and physicians** criteria by understanding the precision-matching capabilities to characteristics of available patients. find available, relevant trials to offer research as a care option. Query EMR data at select sites to determine the actual combinations of • Using the patient's MSN, physicians patient demographic and clinical can find trials with criteria matching characteristics. the patient's characteristics. • Refine your criteria to ensure the trial Patients can also access matching

DEEP 6 A

measures the correct outcomes AND can

recruit the target number of patients.

With traditional feasibility and recruitment methods:



59%
of sites meet or exceed the enrollment targets when they have access to a system like this

trials through their EMR.

Al can reduce the time associated with manual searching of medical records for eligible patients and provide an accurate list of matching patients who have been precision matched to a trial's criteria. Ultimately, this allows physicians to provide innovative, investigational treatments for their patients and shortens the time to market for new treatments, improving patients' lives worldwide.