IQVIA

IQVIA Direct-to-Patient Recruitment

Speed your clinical trial by transforming your patient recruitment

Patient recruitment remains a significant challenge for researchers. In today's evolving clinical trial landscape, a data-driven approach to recruitment is necessary to ensure that the right patients are found for the right clinical trials.

IQVIA Direct-to-Patient Recruitment offers a recruitment strategy that eliminates obstacles that add time, cost, and uncertainty to current recruiting efforts. The combination of our data-driven insights and study-specific engagement strategy makes it possible for us to find both site-based patients and directly identified participants outside of the site's known population using hyper-targeted outreach campaigns.

Our multi-channel campaigns are optimized across all media in real time. They include social media, digital search targeting, database outreach, and 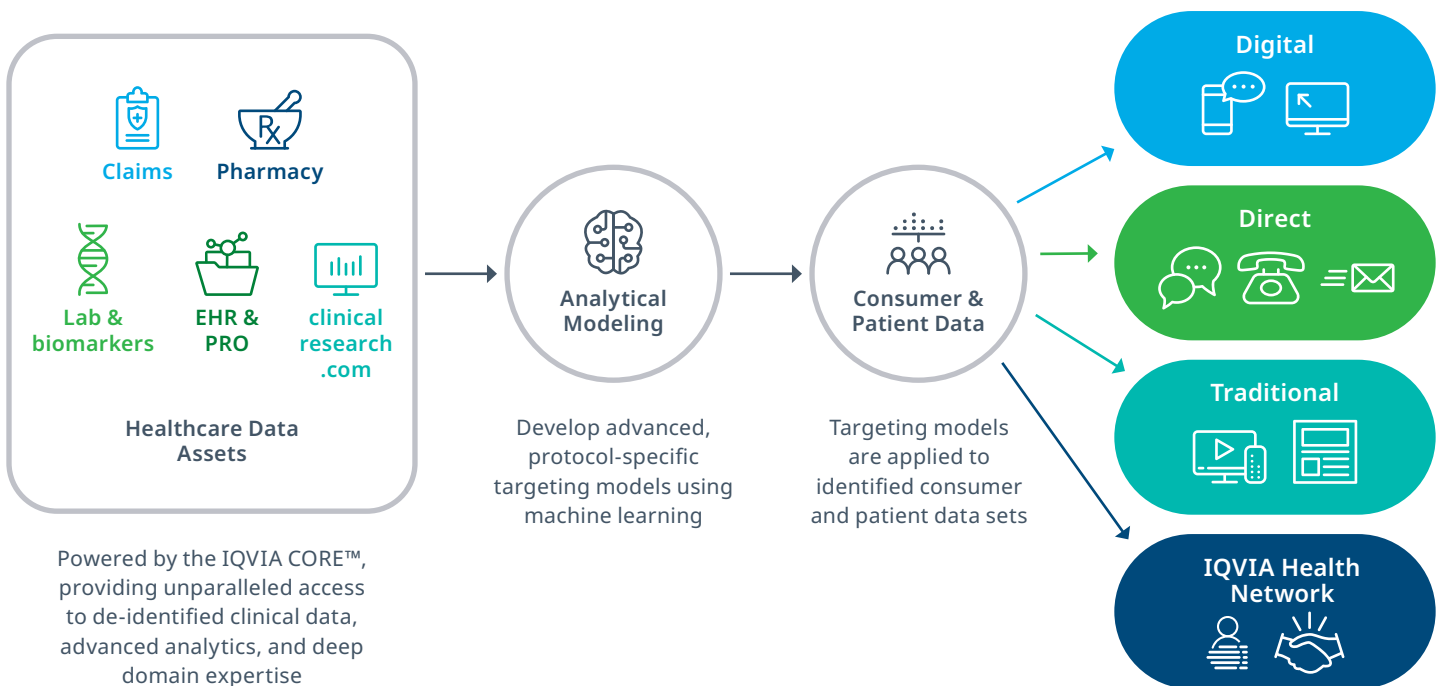our therapeutic health network, which includes patient communities, lab, pharmacy, and biomarker partners. Combining our unique data modeling capability with our optimized marketing approach enables us to quickly refine our targeting to ensure we are delivering the right message to the right patient at the right time.

40% of patients are not confident they would find a clinical study right for them[1]

70% of patients have rarely considered clinical studies as an option[1]

30% of patients use general search engines to research clinical trials[1]

A strategic, data-driven approach to finding and recruiting the right patients for your trials

Claims | **Pharmacy**

Lab & biomarkers | **EHR & PRO** | **clinical research .com**

Healthcare Data Assets

Powered by the IQVIA CORE™, providing unparalleled access to de-identified clinical data, advanced analytics, and deep domain expertise

Analytical Modeling

Develop advanced, protocol-specific targeting models using machine learning

Consumer & Patient Data

Targeting models are applied to identified consumer and patient data sets

Digital

Direct

Traditional

IQVIA Health Network

The IQVIA difference

Powered by the IQVIA CORE™, our Direct-to-Patient Recruitment leverages unparalleled access to de-identified clinical data to identify patient and protocol-specific targeted models using machine learning. These models are then applied to identify consumer and patient data sets that locate the right patients using different multimedia channels.

>800M global de-identified patient records[2]

Unparalleled depth and breadth of clinical data — curated, connected, and integrated into the clinical trial process.

PRECISE TARGETING
Patient populations identified based on unparalleled access to clinical data

GLOBAL REACH
Engagement of community-based patients in any country with minimal limitations

MULTI-CHANNEL CAPABILITY
Across digital, direct, and traditional channels

FULLY TRANSPARENT
Reporting and dashboards demonstrate performance by channel

INNOVATIVE TECHNOLOGY
Integrated technology that delivers patient referrals and other patient information to sites

PATIENT SUPPORT
Maintaining engagement and facilitating patient arrival to a successful first office visit and randomization

OPTIMAL SITE PERFORMANCE
The right patients targeted for the right clinical trial

DOMAIN EXPERTISE
Industry-leading clinical trial domain expertise

THERAPEUTIC EXPERTISE
Coverage across all therapeutic areas

FLEXIBLE PAYMENT MODELS
Including pay for performance, flat fee, and hybrid

[1] CISCRP Perceptions and Insights Study: The Participation Decision-Making Process, 2017
[2] IQVIA Analytics Center of Excellence

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