

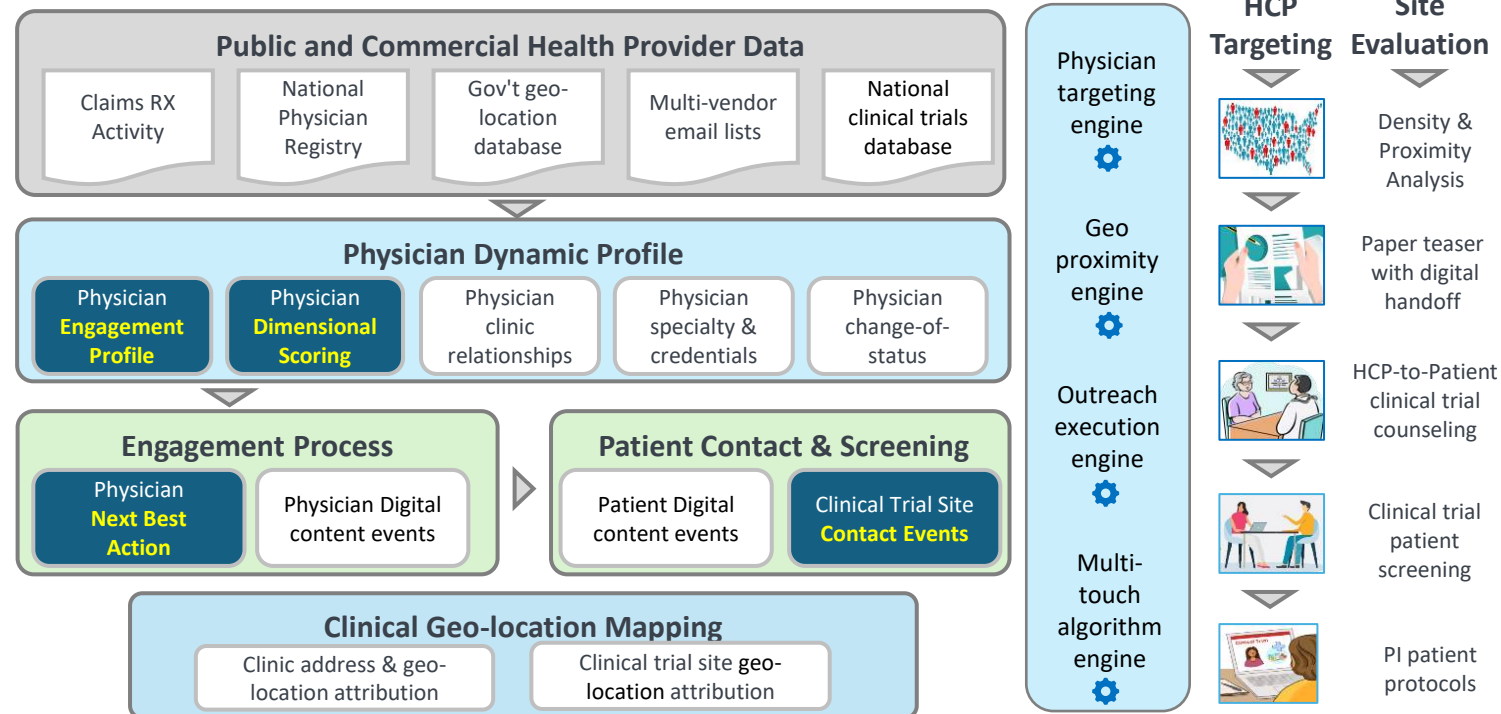
Clinical Trial Physician-to-Patient Recruitment

Business Challenge

CTI Data built a scalable outreach platform to identify and engage physicians for clinical trial referrals using geo-targeting and multi-touch messaging. The solution improved recruitment, optimized engagement, and enhanced site selection based on physician and patient density.

Solution

- **Scalable outreach platform** for identification and messaging thousands of relevant physicians with potential to engage their patients at local trial sites.
- **Physician and site identification** using data algorithms with analysis of geographic density of physicians, patient volume, relevant drug prescription volume, and clinical trial site proximity.
- **Integration of high-capacity print-and-mail service** to deliver tens-of-thousands of mailers with physician-to-patient centric messaging and transition to personalized QR code engagement.
- **Targeted physician messaging** grouped by clinic affiliations to leverage local trial interaction.



Approach

- Created an **"engagement process" engine** integrating high quality print-to-digital messaging with the geo-proximity analysis to target both physicians and future trial site planning.
- **Mapped the patient journey** with content/messaging stylistic skills to prototype the system benefits and potential ROI.
- **Architected and implemented a multi-touch data framework** incorporating cloud data warehouse, database, analytics, webhook integration, and digital content delivery.

Business Value

- **Improved recruitment** from better targeted mailings to 10,000 physicians per outreach.
- **Traceable engagement** journey better informs and messaging and optimizes multi-touch cadence.
- **Increased capacity** to support trials and optimize outreach and multi-touch using ML to improve outreach and engagement.
- **New capability** to evaluate site locations with instant visibility into relevant physician density and patient density.