CLINICAL DEVELOPMENT

Build The Blueprint To Smarter and More Representative Trials

PATIENTS CAN'T WAIT...

It's no secret clinical development and research teams face several challenges when conducting clinical trials, such as:

- Navigating evolving FDA guidances and lengthly approval processes
- Designing protocols that are both scientifically rigorous and operationally feasible to execute
- Underrepresentation of diverse populations in trials, leading to the generalizability of results
- Site and investigator initiation challenges
- Difficulty in enrolling sufficient number of eligible patients
- Reducing trial costs and navigating resource constraints
- Post-trial requirements for long-term follow-up

Yet, despite all those challenges, patients with serious or life-threatening conditions can't wait for potential life-saving/altering therapies.

A Trusted Partner to Help Solve These Challenges

PurpleLab provides clinical teams access to comprehensive, SDoH-enriched patient-level data, granular HCO/HCP profiling insights and a no-code analytics healthcare platform to identify and address some of the most influential factors that contribute to clinical trial success.

Build your blueprint to smarter and more representative trials informed by accurate patient-level insights, near-real time alerting, and robust HCO/HCP clinical activity dynamics.

LEVERAGE PURPLELAB'S DATA AND ANALYTICS FOR:

Planning, Design and Feasibility

- Trial Landscaping
- Disease Landscaping
- Patient Journey Analysis
- I/E Criteria Impact Modeling
- Synthetic or External Control Arm

Site and Investigator Selection

- Eligible Patient Counts
- HCO/HCP Patient SDoH Insights
- Trial Experience and Activity
- HCO/HCP/KOL Profiling

Recruitment and Engagement

- Patient Identification and Alerting
- HCO/HCP Referral Networks

Evidence Generation

- Patient Tokenization Monitoring
- Safety and Efficacy Analysis
- Cost Effectiveness Analysis

PurpleLab® HEALTHCARE ANALYTICS

DATA WON'T SOLVE IT ALL, BUT THE INSIGHTS DO HELP…

Planning, Design and Feasibility

- Understand your disease landscape and patient care journeys across specific target populations and subpopulations
- Leverage SDoH-enriched patient-level data to scenario model the impact of I/E criteria, and inform clinical endpoints
- Create synthetic or external control arms to contextualize efficacy findings

Site and Investigator Selection

- Identify large sites (e.g., academic medical centers, health systems, community hospitals) and smaller sites (e.g., independent sites, physician practices) treating screening-eligible patients, by volume trends, demographics and HCPs
- Understand the HCO/HCP's current and historical trial experience/activity to inform study start-up timing and enrollment efficacy
- Leverage granular HCO/HCP-level data to initiate profiling, segmentation and engagement strategies

Recruitment and Retention

- Diversify trial participation with SDoH-level insights into target patient population, and understand how to address potential barriers to entry/retention
- Expedite trial recruitment with near real-time alerting of screening-eligible patients
- Understand and intervene at key points in the patient journey with a lens into the HCO/HCP patient referral pathways

Real-World Evidence Generation

- Tokenize patient trial data to capture and proactively monitor longitudinal patient journeys before, during, and after clinical trials
- Conduct real-world evidence outcome studies on long-term safety and efficacy

PurpleLab® HEALTHCARE ANALYTICS

LEARN HOW PURPLELAB CAN SERVICE YOUR NEEDS

On-Demand Real-World Data

- CLEAR Claims
- Provider Data
- Referrals and Affiliations

In-Platform Analytics

- Patient Cohort Reports
- Experience and Overlap Reports
- Alerts

Managed Services

- Study Feasibility Reports
- Protocol Validation
- Real-World Evidence Reports
- Cohort Group/Cohort Reports
- Referral Reports
- HEOR Study Support
- Market Access Study Support

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