CITELINE
CLINICAL

Overcoming Patient Recruitment Challenges
with the Power of Citeline Real-World Data

TRANSFORMING THE WAY YOU SEE THE WORLD
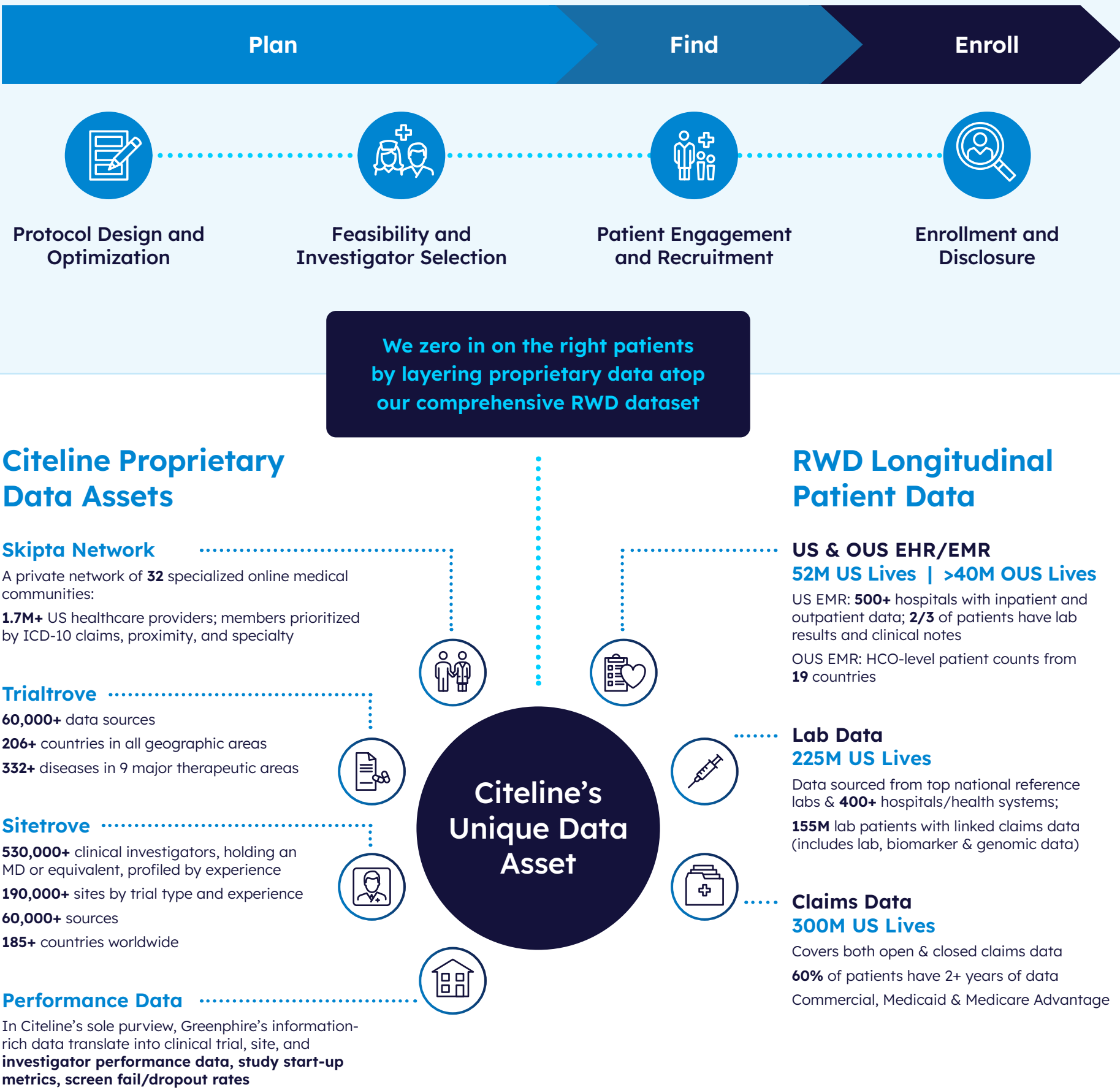
Common Recruitment Challenges

	How RWD Helps
✗ **Complex criteria** "Strict I/E criteria make it hard to find eligible patients."	✓ **Match patients precisely** Algorithms match patients exactly to protocol criteria.
✗ **Rare/niche populations** "Locating small or rare patient groups is difficult."	✓ **Find rare populations** Data reveal hidden patient pools.
✗ **Diversity requirements** "Trials need broad representation that sites can't always deliver."	✓ **Meet diversity goals** Demographic data guide targeted outreach.
✗ **Over-reliance on sites** "Sponsors often depend on limited site networks."	✓ **Expand beyond sites** Identify patients across regions and health systems.
✗ **Geographic gaps** "Sponsors often don't know where eligible patients are concentrated."	✓ **Map to close gaps** Visualize where patients are located.
✗ **Slow timelines** "Manual patient identification delays recruitment."	✓ **Accelerate timelines** Pre-identified patient lists speed recruitment.
✗ **High costs** "Inefficient outreach wastes time and budget."	✓ **Target efforts to save money** Smarter recruitment reduces spend.

Why Citeline?
Unmatched Depth and Breadth of Data

At Citeline, we don't just provide data — we deliver a unified, connected ecosystem that powers smarter, faster, and more confident clinical trial decisions at every step.

Plan ▶ **Find** ▶ **Enroll**

Protocol Design and Optimization · · · **Feasibility and Investigator Selection** · · · **Patient Engagement and Recruitment** · · · **Enrollment and Disclosure**

We zero in on the right patients by layering proprietary data atop our comprehensive RWD dataset

Citeline Proprietary Data Assets

Skipta Network
A private network of **32** specialized online medical communities:
1.7M+ US healthcare providers; members prioritized by ICD-10 claims, proximity, and specialty

Trialtrove
60,000+ data sources
206+ countries in all geographic areas
332+ diseases in 9 major therapeutic areas

Sitetrove
530,000+ clinical investigators, holding an MD or equivalent, profiled by experience
190,000+ sites by trial type and experience
60,000+ sources
185+ countries worldwide

Performance Data
In Citeline's sole purview, Greenphire's information-rich data translate into clinical trial, site, and **investigator performance data, study start-up metrics, screen fail/dropout rates**

Citeline's Unique Data Asset

RWD Longitudinal Patient Data

US & OUS EHR/EMR
52M US Lives | >40M OUS Lives
US EMR: **500+** hospitals with inpatient and outpatient data; **2/3** of patients have lab results and clinical notes
OUS EMR: HCO-level patient counts from **19** countries

Lab Data
225M US Lives
Data sourced from top national reference labs & **400+** hospitals/health systems;
155M lab patients with linked claims data (includes lab, biomarker & genomic data)

Claims Data
300M US Lives
Covers both open & closed claims data
60% of patients have 2+ years of data
Commercial, Medicaid & Medicare Advantage

Discover how Citeline's real-world data and integrated strategies help you recruit faster and more effectively.

LEARN MORE

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