Empowering Clinical Trial Diversity

Surfacing insights to identify more diverse PIs and patient populations

A top 10 global pharma company had kicked off a new cross-enterprise focus on diversifying trial site principal investigators (PIs) and clinical trial site profiling. To support ongoing therapy development, the company was looking to gain a holistic view of potential trialists to be able to best profile and identify principal investigators who fit the organization's diversity and inclusion strategic business needs for systemic lupus erythematosus (SLE) in the U.S.

H1 used a tech-first, data-driven, and cross-functional approach to provide a holistic understanding of trialists that best fit the ideal PI profile. Diversity metrics included: trial experience; relevant patient population D&I metrics; academic expertise; HCP historical performance, and HCP demographic information.
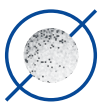
The Results

H1 identified:

170

new target experts not currently in the company's pool of HCPs

The Ask

To support the company's efforts and ongoing development of drugs and therapies to treat SLE, they required greater diversity insights. Specifically, they needed to identify a more diverse pool of potential trial investigators in the U.S., who could also reach a more diverse patient population - expanding their pool of PIs and sites.

The Problem

Identifying and analyzing vast amounts of data in an effective and efficient way to get to the necessary pool of diverse PIs in the U.S.
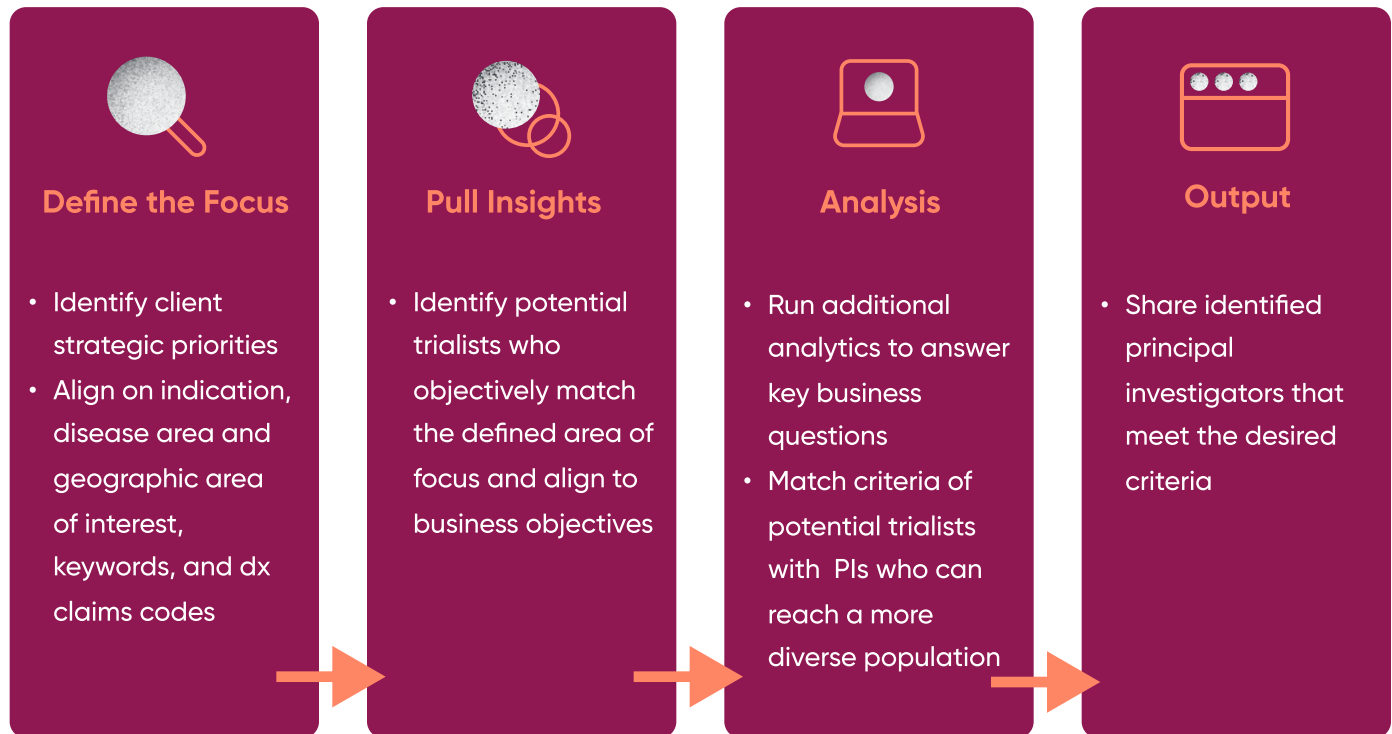
The Approach

The client utilized H1's Trial Landscape solution and PI Insite analysis to quickly drill into and surface a more diverse pool of potential trial investigators in the U.S.

The Solution

H1's analysis of the trial investigator landscape followed a methodology to curate a pool closely aligned to the client's organizational strategy.

Define the Focus

- Identify client strategic priorities
- Align on indication, disease area and geographic area of interest, keywords, and dx claims codes

Pull Insights

- Identify potential trialists who objectively match the defined area of focus and align to business objectives

Analysis

- Run additional analytics to answer key business questions
- Match criteria of potential trialists with PIs who can reach a more diverse population

Output

- Share identified principal investigators that meet the desired criteria

Methodology

Step 1:
Analyze H1 data and insights to surface relevant PIs based on trial experience, relevant patient populations and academic expertise based on:

- Late phase trial expertise
- PI availability
- Patient & HCP demographics
- Racial mix
- Specialty
- Relevant key opinion leaders
- Diversity thought leaders
- HCPs with a digital footprint

Step 2:
PIs were tiered based on how many of the parameters and criteria each investigator met.

Step 3:
Ensure that all PIs had trial experience with SLE.

Result

H1 identified 170 net new HCPs who met the diversity profile criteria and even surfaced additional insights that will help with the ongoing organizational diversity and inclusion strategy for PIs for SLE, including narrowing down the specialty and identifying digital opinion leaders with active digital footprints and share of voice.