FROST & SULLIVAN

TrialWire

2022
TECHNOLOGY INNOVATION LEADER

Global Clinical Trial Patient Recruitment IT Solutions Industry

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. TrialWire excels in many of the criteria in the clinical trial patient recruitment IT solutions space.

AWARD CRITERIA

Technology Leverage	Business Impact
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

TrialWire

TrialWire is a clinical trial patient recruitment information technology (IT) solution provider. The company uses algorithms and artificial intelligence (AI) to provide access to many sites and patients globally. Emerging as a promising clinical trial digital recruitment service provider, TrialWire's top clients include the world's largest contract research organizations (CROs) and sponsors. It supports study start-up (pre-recruitment during start-up) and trial rescue.

Creativity and Innovation Fuel Technology Leadership in Digital Patient Recruitment

Backed by world-class subject matter experts and two decades of clinical trial patient recruitment experience, TrialWire developed the *TrialWire™ Platform* over the last 5 years. The company refined its holistic approach to clinical trial patient recruitment IT solutions, continuously building its technology to bridge industry gaps.

More than 80% of clinical trials fail to recruit patients on time. Correspondingly, poor patient enrollment results in high trial failure rates and enormous associated costs. Additionally, 30% of study sites do not meet recruitment goals (10% of research sites do not register patients).[1]

Most prominent global CROs and sponsors lack a robust enabling technology that supports patient recruitment to propel clinical trial success. Therefore, with support from its United States (US)-and India-

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[1] (https://trial-wire.com/press-release-study-rescue-prevention-plan-launched/), accessed September 2022

based developers, TrialWire built a robust and HIPAA-compliant digital patient recruitment platform that invites patients and healthy volunteers.

Unlike the traditional approach where online recruitment vendors require the patients to meet conditions and share their personal information (age, medical status, contact details), the company does not enquire about patients' identity until it locates the correct study. Also, *TrialWire* does not promote any specific trial other than a generic query; hence, it does not require Institutional Review Board approval. It conducts a persona analysis and applies machine learning to screen the invited patients and find a study match (site-based or virtual) on the platform based on the individual's clinical requirements.

Finds Motivated Patients

TrialWire's online AI-Match screener uniquely accelerates the recruitment process by connecting highly motivated patients with a site at a breakthrough speed of under two minutes.[2] It uses advanced algorithms, search engine optimization techniques (including where people are purchasing health/medical supplies/equipment online), search marketing, social media, and renowned news publications to geolocate and check patients' eligibility for clinical trials. Unlike other recruitment service providers, the company targets people based on their online activity, location, demographic, and medical profile.

> *"With the focus on meeting trial timelines and expediting approved drugs' time to market, the company's patient enrollment strategy focuses on finding people closer to the sites, matching them to trials accurately, and connecting them to the study site at record speed. Notably, the company recruits highly motivated people likely to facilitate a high trial retention rate."*
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> *- Unmesh Lal,*
> *Director - Healthcare & Life Sciences*

Additionally, TrialWire focuses on finding highly motivated people, actively engaged online, and searching more about their conditions. For example, it connects with people browsing specific health and wellness articles in online news and health wellness blogs (such as CNN and HuffPost) that cover locations, clinical areas, and patient community media. In addition, the platform accesses user groups from different social media channels and matches them with the trial's target demographics and data requirements.

The *TrialWire™ Platform* targets patient community websites and online discussion boards and even connects with specialist physicians near trial sites. Physicians recommend and support the patient referral process through the platform's advanced patient match search service.

Innovation, Patient Privacy, and Security Focus

Treating patient data privacy and security as its highest priority, TrialWire does not maintain a database or store patient data, eliminating chances of potential privacy breaches, unlike other digital recruitment service providers who create detailed patient databases.

As part of its commitment to continuous improvement, the company enhances its offering by commissioning a custom-built dashboard system on Salesforce Health Cloud.

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[2] (https://trial-wire.com/about-trialwire-ap-on-salesforce-health-cloud/), accessed September 2022

Leveraging Salesforce's robust and credible security system, the upgradation renders the highest security level. Unlike conventional approaches, where an unreliable medium (voicemails) connects to eligible patients who otherwise get marked as non-eligible in the event of no contact, *TrialWire™* is a highly regulated, secure system aptly addressing such communication issues. It provides private and secure dashboards for sponsors, CROs, and study coordinators, granting them exceptional visibility. Available at an affordable cost (minimal monthly fee), customers (sponsors, CROs and study coordinators) receive new and near real-time insights across the entire recruitment process and the trials' progress across all sites.

All the involved study coordinators can view shared medical notes through individual dashboards and contact the patients through an inbuilt SMS system. TrialWire plans to introduce a phone system to enhance connectivity. Other planned updates include charts and real-time data for the sponsors, enabling quantitative analysis. Such innovative feature additions render extensive value to the company's existing and new sponsors transitioning to the *TrialWire™* Salesforce Dashboards.

Frost & Sullivan identifies the *TrialWire™ Platform* as a groundbreaking, innovative technology. With the focus on meeting trial timelines and expediting approved drugs' time to market, the company's patient enrollment strategy focuses on finding people closer to the sites, matching them to trials accurately, and connecting them to the study site at record speed. Notably, the company recruits highly motivated people likely to facilitate a high trial retention rate.

Furthermore, the *Platform* leverages best-in-class data, taking approved study data from authorized trial registries such as ClinicalTrials.Gov. Its strong intellectual property portfolio and compliance with the rigorous clinical trial regulatory environment uphold the pioneering technology, adding value relative to its growth potential, thus securing a competitive advantage.

TrialWire's data-driven platform scales to fit customer needs. It offers flexibility and agility to meet recruitment goals on time, save screening costs, and provide exceptional security and visibility to sponsors and CROs, revolutionizing the market.

A Proven Track Record

TrialWire has a proven track record. It has nearly two decades of business experience working with hundreds of clients (biopharmaceutical companies and clinical trial sites).

Platform scalability enabled the company to complete over 242 successful projects and enroll patients in 462 trials in various therapeutic areas in the US, European Union, and Asia-Pacific (APAC) markets.[3] Flexible to recruit across multiple languages and geographies, it is well-suited to conduct decentralized clinical trials (DCTs), improving diversity. For example, *TrialWire™* triggers FedEx-based medication dispatch to patients recruited for home-based research and accommodates local doctors and clinical staff, supported by personal dashboards within seconds.

Moreover, TrialWire maintains a well-documented reputation for rescuing several clinical trials. For instance, a sponsor employed the *TrialWire™ AI-Match Platform* to save a 35-site oncology study in North America. Earlier, the research failed to recruit on time and meet the target despite additional expenses on IRB-approved print adverts, TV, and radio and required 70 more patients within two months. The

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[3] (https://trial-wire.com/ai-match-platform-2/), accessed September 2022

company was able to recruit for the study on time and within budget. It identified the right patients and invited them onto *AI-Match* to find and connect them to the nearest site for follow-up. TrialWire also reached out to referring physicians near study sites to share *Platform* links, while the sponsor accessed hourly updates from *the Platform's Dashboard*.[4]

In another case, a sponsor employed the company's *AI-Match Platform* (on CRO recommendation). It rescued a study for five sites in Australia and New Zealand by delivering patients and meeting recruitment goals on time and within budget.[5] Similarly, another sponsor deployed the *TrialWire™ AI-Match Platform* (on a global CRO recommendation) for a 34-site APAC study (from the start-up) to enroll patients on time. Furthermore, TrialWire connected with specialists at a leading conference for them to share *AI-Match* with their patients.

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>
> *- Supriya Lala*
> **Best Practices Research Analyst**

Capable of quickly recruiting for all modalities covering difficult-to-recruit studies (rare diseases), prevalent diseases (oncology research), and common conditions (metabolic and dermatological studies), the company data reports that 78% of trial rescue studies entirely recruit within the allocated time. In addition, 92% of *TrialWire™ Platform*-supported research from the startup-up phase enrolls patients on time and within budget. Moreover, the company's flexible pricing strategy allows clients to opt for both pay-per-patient-enrolled and pay-per-referral practices.[6]

Frost & Sullivan anticipates rapid, widespread technology adoption. TrialWire's first-mover status strengthens its position on emerging opportunities.

Strategic Practices Position TrialWire for Future Success

TrialWire works closely with customers during the pre-and post-purchase journey, offering support and guidance to achieve cost savings by meeting patient recruitment goals on time and within budget. Backed by a virtual company based across India, Australia, and the US, it offers 24-hour support, enabling customers to track recruitment progress and charge fixed patient enrollment fees (cancellable), helping clients manage their recruitment budget. Additionally, the company provides the highest level of security and patient privacy. Designed to scale and support thousands of studies at one time, TrialWire aims to upgrade its platform further.

The company acquires new customers through client referrals. Client success testifies the technology's usability. Customers leveraging *TrialWire™* (to pre-recruit) for their studies from start-up save costs and time otherwise spent on patient recruitment advertising. TrialWire has developed long-term relationships with several globally acclaimed CROs who then recommend its *Platform* to their sponsors. Notably, validating high customer satisfaction, it reports 78 satisfied customers. With its customers mainly focused

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[4] (https://trial-wire.com/case-studies/seo-analysis/), accessed September 2022
[5] (https://trial-wire.com/case-studies/amd/), accessed September 2022
[6] (https://trial-wire.com/ai-match-platform-2/), accessed September 2022

in Asia, Australia, New Zealand, and the US, the company seeks to grow across Europe and China.

Moreover, TrialWire attracts and interacts with many of its customers through conference and network events fueled by its platform's exceptional technological performance and customer-centric strategies. Additionally, its *News Boost* service allows clients to showcase their research in the news media. TrialWire enables local, state, or national media to interview the study investigator, building trust and credibility, helping potential patients to gain awareness about the study and apply via the *TrialWire™ Platform*, and boosting enrollment.

Poised to emerge as the next generation of telehealth platforms with the potential to enhance patient recruitment and engagement, the company continues to release new features and product enhancements, further serving as a testament to its commitment to technology advancement and business growth. For example, the *StudyBoost,* a monthly "insurance" plan, proactively recruits patients instantly across all study sites (depending on study needs) and prevents trial rescue crises, thus offering peace of mind for clinical directors and their CROs.

TrialWire's impressive growth momentum and trajectory are a testament to its technology innovation leadership, earning its clients' trust and loyalty and enabling it to capture market share.

Conclusion

Technology is a critical success factor for the clinical trial patient recruitment information technology (IT) solutions sector. Yet, with many options available, market stakeholders need to leverage the most appropriate and best technology-based solutions to optimize their market impact. With its *TrialWire™ Platform*, TrialWire delivers a secure service that leverages advanced artificial intelligence (AI) algorithms to find the right people for clinical trials based on detailed personal, demographic, and location profiles. The *AI-Match* screener filters the invited individuals (on the platform) to determine an exact match to site-based or virtual (remote) studies and connects them to the trial within two minutes. Additionally, the company ensures a high retention rate by finding highly motivated people.

TrialWire stands out from competitors based on its commitment to innovation and creativity while achieving commercial success. The company enhanced its offering for sponsors and study coordinators by launching the only custom-built high-end recruitment dashboard on Salesforce Health Cloud to bolster security and patient privacy. The dashboard provides the customers with up-to-the-minute insights across the entire recruitment process and the trials' progress across all sites, view shared medical notes, and contact patients through an inbuilt SMS system.

TrialWire's 242 successful project completion track record testifies the technology's commercial success. Additionally, the company recruited patients in 462 trials in the United States, European Union, and Asia-Pacific across all modalities, including oncology, metabolic conditions, and rare disease studies. In addition to focusing on geographic expansion, it continues to enhance patient recruitment and engagement by launching innovative features and product enhancements.

For its strong overall performance, TrialWire is recognized with Frost & Sullivan's 2022 Global Technology Innovation Leadership Award in the clinical trial patient recruitment IT solutions industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.
Learn more.

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

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