CITELINE
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Patient Engagement & Recruitment

WEBINAR SUMMARY & KEY TAKEAWAYS

Every Match Matters

Strategies for More Effective Patient Recruitment

Two of Citeline's most senior experts explore the biggest challenge in drug development: connecting the right patients to the right clinical trials. Drawing on personal stories, decades of industry experience, and Citeline's AI-powered real-world data capabilities, this session covers what it really takes to close the gap between eligible patients and enrolled patients.

Suzanne Caruso, GM & Executive President, Clinical & SI Product | Dr. Madeline Naylor, Chief Clinical Officer

KEY TAKEAWAYS

TAKEAWAY 01

We don't have a patient problem — we have an access problem

Most eligible patients are never offered a trial — not because they wouldn't want to, but because the awareness isn't there. Most HCPs are not investigators, and most patients are seen in community settings where trials are rarely offered.

TAKEAWAY 02

AI and real-world data are transforming how sponsors find patients

Citeline's linked data ecosystem — claims, lab data, and EMR including unstructured clinical notes — combined with NLP surfaces eligibility signals that standard ICD-10 codes miss entirely. Human-in-the-loop AI trained over years of clinical expertise.

TAKEAWAY 03

Traditional feasibility isn't enough — data must inform site selection

Site selection based on investigator experience alone misses the bigger picture. Citeline combines RWD with Trialtrove and Sitetrove to identify sites actively treating the right patients at the right point in their care journey.

TAKEAWAY 04

Citeline's end-to-end solutions connect the right patient to the right trial

From protocol design and feasibility to site selection, patient identification, and direct-to-patient outreach — Patient journey mapping, feasibility tools, and Citeline PatientMatch work together to ensure no touchpoint is missed.

PRACTICAL NEXT STEPS

01

Don't rely on investigator databases alone

Cross-reference site performance data with real-world patient journey data to confirm your sites are seeing the right patients at the right moment in their care.

02

Think beyond your investigator sites

Community HCPs nearby may be treating highly eligible patients without knowing a trial exists. Build referral pathways before your trial opens, not after enrollment lags.

03

Challenge your I/E criteria early

Use real-world data before protocol finalization to test whether your criteria are realistic and where you're likely to lose patients before they reach a site.

04

If your matching uses coded diagnoses only, you're missing patients

ICD-10 codes capture what was billed — not what was said. Ask whether your data solution uses NLP on unstructured physician-dictated notes.

FROM THE SPEAKERS

"Behind every clinical note, every data point — there are patients with stories. They have families, jobs they love, pets. They just need options and hope. That's the core foundation of our work: knowing how we could bridge that gap for them."

— Dr. Madeline Naylor, Chief Clinical Officer, Citeline

"No one person can be expected to go through seven years of medical records in 20 minutes and say 'yes, this patient qualifies.' Technology has allowed us to do that — matching protocols to patients with AI, but always with humans in the loop."

— Suzanne Caruso, GM & Executive President, Clinical & SI Product, Citeline

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Ready to find the right patients for your trial?

Explore our solutions

Talk to our team