

Redesigning Reach: Community-Based Research In Action

Inside The Strategies Driving Faster, More Inclusive, And Patient-Focused Clinical Research



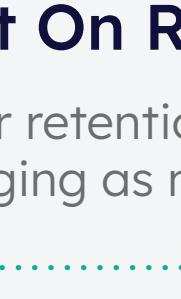
Citeline and EmVenio Clinical Research surveyed 130 clinical trial leaders across pharma, biotech, and CROs to understand how community-based research methods are being used to bring trials closer to patients.

From Momentum To Mainstream

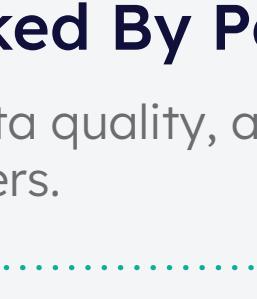
Mobile visits and use of community-based site networks are already in play at over half of organizations.

Community-based research is gaining traction and being adopted industry-wide.

Meanwhile:



56%
Use home or mobile visits



58%
Use mobile research sites to reach underserved communities

Community-Based Research Is Being Embraced



Results based on the question: 'Which best describes your organization's approach to community-based research in clinical trials?'

Among **non-adopters**, the biggest blockers aren't strategic – they're operational. **Complexity** and **lack of site staff support** were the most cited reasons for non-use.

Built On Results, Backed By Partners

Better retention, improved data quality, and greater trial diversity are emerging as major value drivers.

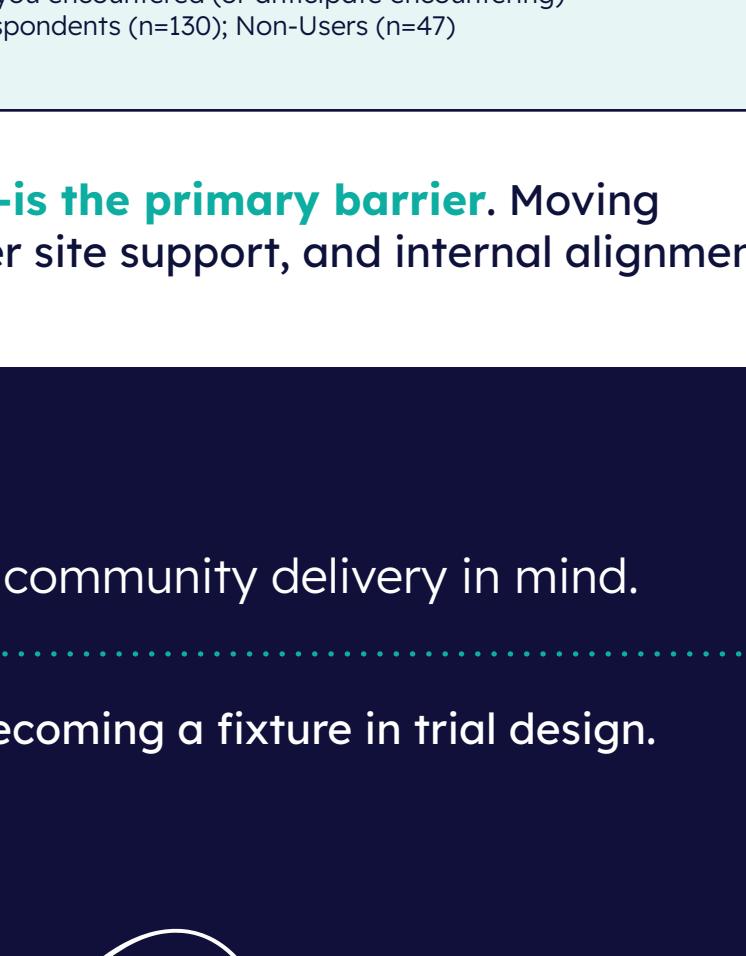
Community-based research isn't just gaining ground – it's showing results.

Top 3 Perceived Benefits Of Community-Based Research



These perceived benefits also directly align with sponsor supplier performances, indicating strong partner execution.

How Does Community-Based Data Quality Compare To Site-Based?



Confidence in data quality is equally strong, further reinforcing their credibility as a viable alternative.

Speed is also a key part of the value equation, with **63% asserting that community-based approaches shorten trial timelines** compared to traditional site-based models.

Where Strategy Meets Strain

Most organizations agree on the potential; the challenge is putting it into practice.

The real test lies not in belief, but in delivery. As community-based research moves from idea to implementation, **operational challenges** are coming into sharper focus.

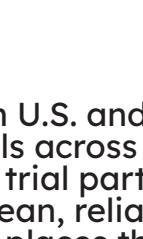
The most common barriers are:



Patient Adherence And Engagement



Logistical And Supply Chain Challenges

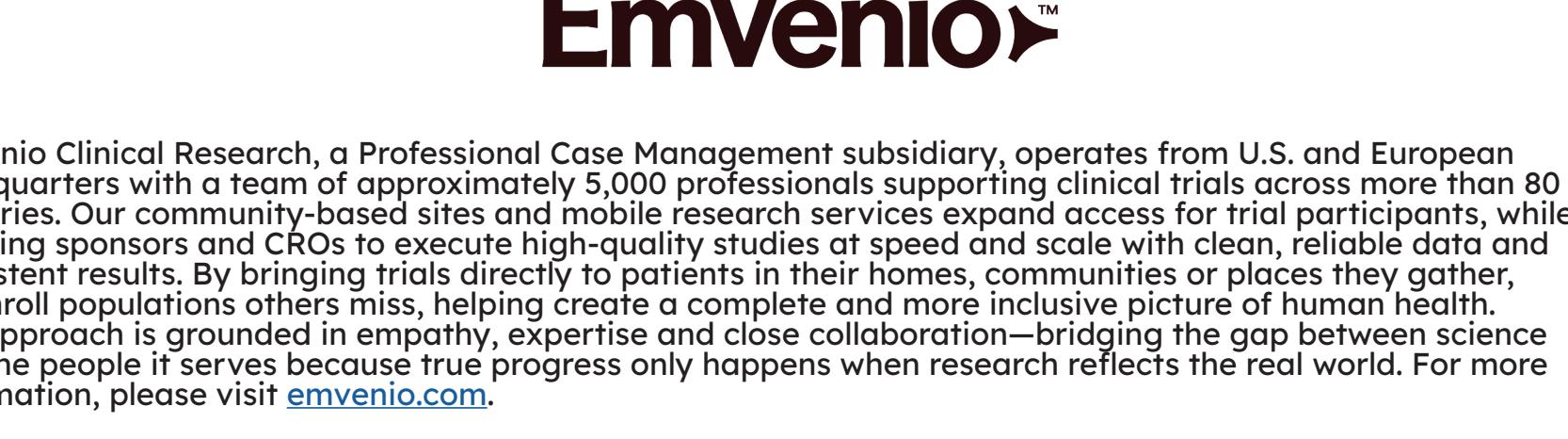


Data Consistency Across Visits

These challenges reflect the complexity of delivering care outside traditional sites, where nurse coordination, data capture, and supply management all come into play.

Yet for **non-users**, the concerns shift: **data consistency rises to 43%**, followed by **cost** and **internal buy-in**, suggesting that organizations unfamiliar with these models focus more on **perceived risk** than practical experience.

What's Holding Community-Based Research Back?



Results based on the question: 'Which of the following challenges in clinical trials? All Respondents (n=130); Non-Users (n=47)

The insight is clear: **execution—not concept—is the primary barrier**. Moving forward will require scalable systems, stronger site support, and internal alignment.

From Trend To Core Strategy

Future trial strategies are being built with community delivery in mind.

What began as a flexible alternative is fast becoming a fixture in trial design.

72% of respondents expect community-based models to play a larger role in their organization's trials over the next five years...

...while only 3% anticipate a decline.

Availability Of Qualified Personnel

Greater Participation Incentives

Verified Time And Cost Savings

But scale won't happen by momentum alone. Sponsors point to **three key factors** that would accelerate adoption:

45% Respiratory Diseases

43% Oncology

38% Infectious Diseases

Moreover, to move forward, community-based research must prove it can deliver not only flexibility—but **reliability, speed, and scale**.

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Industry News & Insights

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Sources: Citeline, PCM Trials, and EmVenio Research's Trends in Clinical Trials Survey, 2025