

Leave no stone unturned: how one biotech accelerated trial recruitment efforts

At a glance

- A biotech was looking for partnership opportunities to accelerate trial recruitment, build disease state awareness, and cultivate relationships in the community
- Leveraging **SponsorMotion**'s database, they identified more than 60 organizations that met their criteria and were open to partnership

By the numbers



250

Organizations identified



62

High-priority

Leveraging **SponsorMotion**'s AI-powered database enabled our client to rapidly identify and prioritize relevant organizations across the country.

"Our MSLs are constantly looking for opportunities to educate on clinical trials, so this really hits the nail on the head"
Medical Affairs



SponsorMotion
DISCOVER • CONNECT • ACT



Clinical Trial Acceleration



www.sponsormotion.com



Boston, MA

THE CHALLENGE

- A clinical-stage biotech needed to ensure they stayed on track with recruitment for a rare disease trial
- They were set to be first-to-market, but it was close, and they feared that they would lose the competitive advantage with any delay
- Connecting with national organizations was already in their strategic plans, but the medical affairs team also wanted a systematic local engagement plan

THE SOLUTION

- Our client defined selection criteria - organization type, opportunity profile, geography and tactics
- **SponsorMotion** identified more than 250 organizations (medical societies, CME, IDNs) and mapped opportunities for them
- A prioritization exercise narrowed that number to 62 high-priority opportunities that balanced personal and non personal outreach

“

"I've been looking for conferences, but not everything was visible - I hadn't found any of this!"

”

THE BENEFITS

1

Accelerated Recruitment Efforts

Our client identified dozens of opportunities to connect with relevant organizations and raise awareness of their clinical trial and disease state

2

Facilitated Decision-making

A layered, color coded map of opportunities allowed for unbiased decision-making, facilitated discussion around trade-offs and provided a paradigm to guide investment

3

Provided Input for Launch Plans

Partner engagement plans became more robust, backed by data, in turn fueling launch planning efforts while paving the way for robust partnership in key communities ahead of the competition