About the TrialWire Platform
Introduction

PATIENT RECRUITMENT COMMUNICATIONS MEETS HI-TECH

We Are a Dynamic Team of Professional Digital Marketing Experts

We are a team of professional communications specialists with deep clinical and biotech experience, and developers/engineers expert in AI, machine learning and algorithms.

We are passionate about the power of digital to reach, screen and enroll patients faster and more accurately than any other way.

We know people are online taking charge of their health, checking diagnosis and treatments and sharing breakthroughs with their online community.

This is where we find the right people. They are motivated, know all about clinical trials and want to be involved for themselves or a loved one.

SOME REASONS TO WORK TOGETHER

Our Goal Is Meeting Trial Timelines

We provide digital recruitment services to CROs, sponsors, and sites.

01. Support Sites

We are here to support sites recruit successfully. We find more people near sites – most of whom are not on the site patient lists.

02. We have Revolutionised the Screener

It is all about the online screener. The better the match, the less time and money spent screening at the sites.

03. Connecting Patients and Sites

The faster we can connect patients and sites the faster the study enrolls. That's why it takes under 2 minutes for a patient to connect with a site.

04. We are Guided by the Data

Data guides everything at TTrialWire™. Experimenting and hunches are not part of our processes. Time and money are the priority.

SMART AI AND ALGORITHMS

Find. Match. Enroll

The TrialWire™ Platform finds people who are online that might be right for studies listed on the Platform. They are invited into the Platform via a generic alert i.e. “Have you thought about joining a Clinical Trial”.
People are then asked questions to find the best study match for them – near them or virtual/remote. The Platform ingest approved study data from approved trial registries like ClinicalTrials.Gov.
It uses advanced algorithms, SEO, search marketing, social media, respected news sites, and wellness blogs to find patient trial matches.

Finding the right people

Only people who match studies on the Platform are invited to search

Advanced AI-Match

The AI-Match screener is at the heart of the Platform

Why doesn't TrialWire™ Platform need IRB/EC approval? -

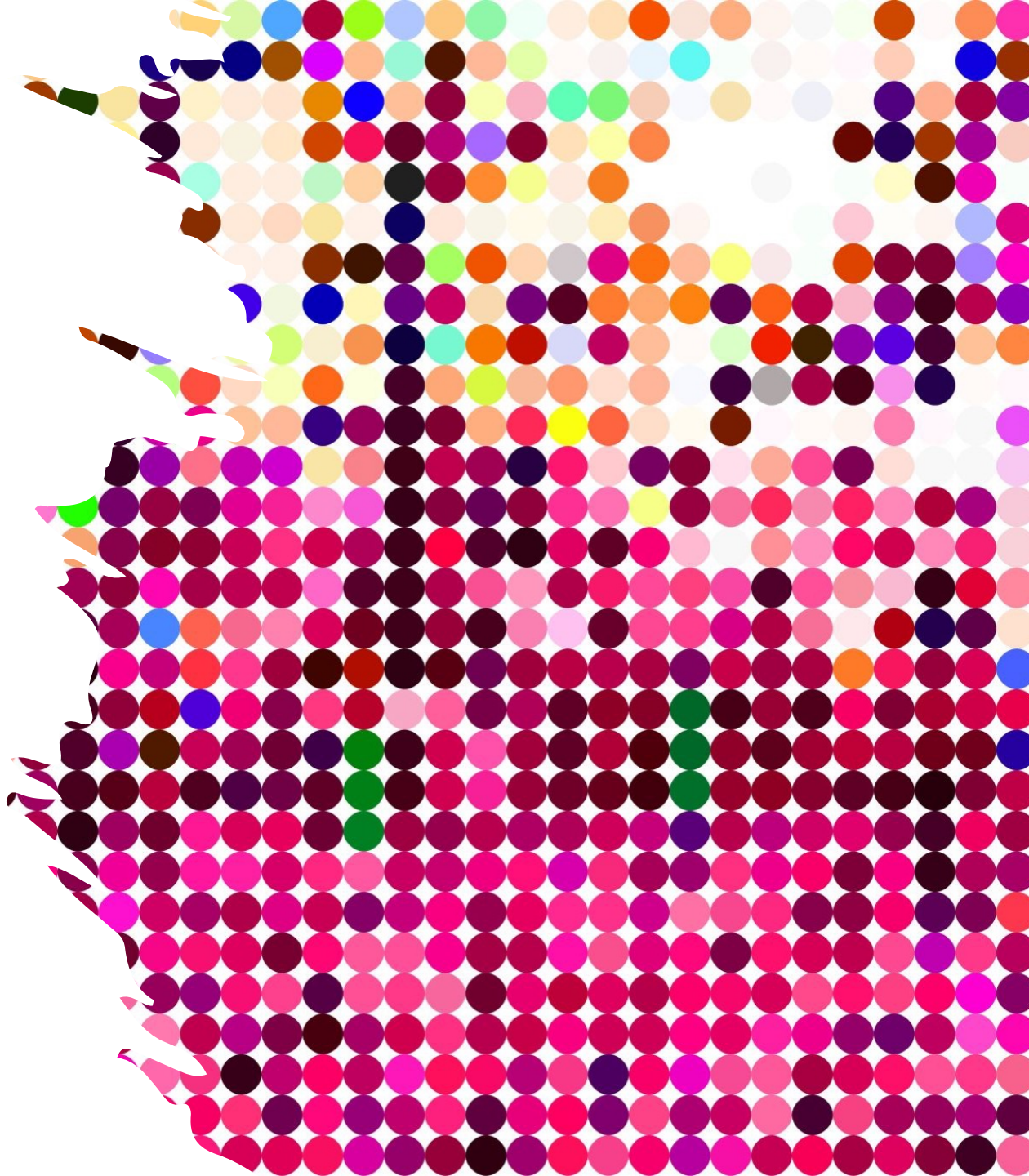
The TrialWire™ Platform doesn't promote or market any particular trial. It works out who might be eligible for trials on the Platform based on their online activity and location using advanced algorithms – and invites those people onto the Platform. From there they go through the AI-Match screener to find exactly the right study for their medical needs/issues – even healthy volunteers.
So unlike the typical trial advert which has condition/TA, age, medical status and more and a phone number and email – what people see with AI-Match is an invitation to search on the Platform for a study that's right for them.

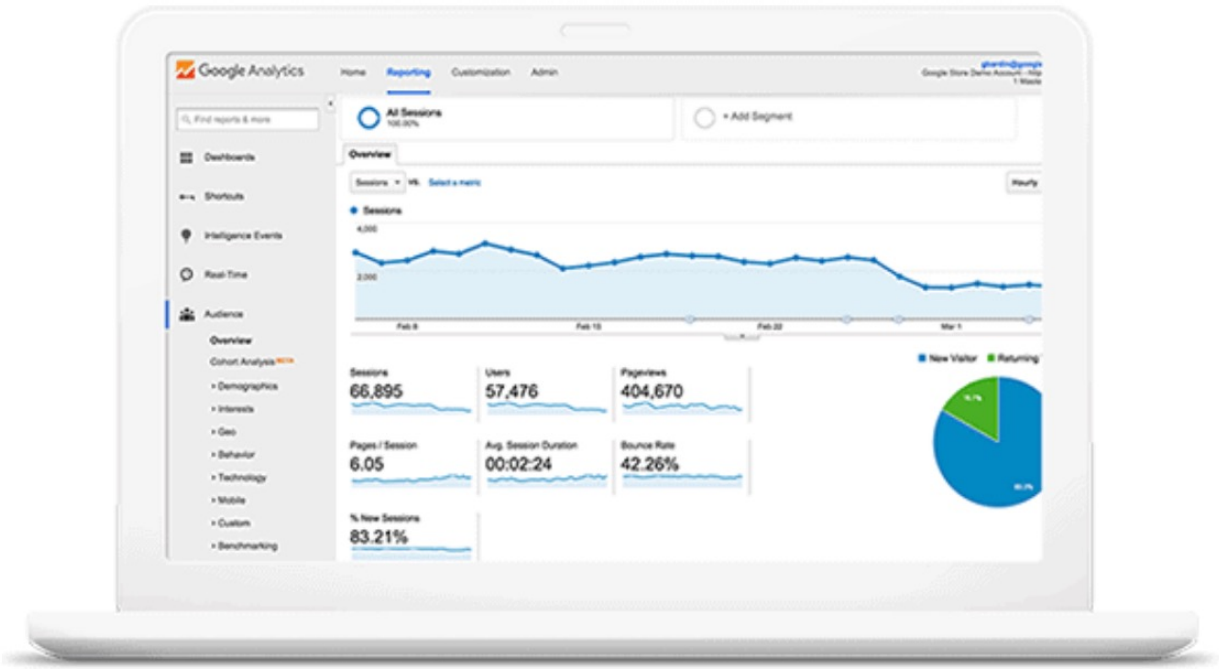
Why doesn't TrialWire™ Platform collect patient details and build databases of patients? -

We decided very early on that patient privacy is paramount and no amount of security could protect such a database. So instead we chose to find people "in the moment" when they are online searching and commenting, or on social media, or even purchasing medical supplies/equipment on sites like Amazon. This way we find the most motivated and active patients. Also, people's health status and information on databases can quickly be out of date or not relevant. In addition, increasingly people are not wanting to share their information and health status and be kept on a database that may or may not be secure.
So unlike all other online recruitment companies, we never ask for ID information until we find a study for them, and only so we can send on to their chosen clinic – we are very clear we don't keep their information which means more people join studies via TrialWire™ Platform.

Where we find people

Channels





THE NEWS

News Media and Health and Wellness Blogs

The TrialWire™ Platform is the only digital platform that taps into audiences looking at specific health and wellness articles in online news and blogs including CNN, HuffPost, and thousands of smaller online publications that cover specific locations and therapeutic areas, and patient community media.

See some of our 12,000+ media partners.

SOCIAL MEDIA

Across All Social Media Channels

The TrialWire™ Platform matches trial target demographics and data with the types of users on each platform including Facebook, Instagram, and Twitter . For example, Facebook offers unique access to older people with specific conditions or referral capabilities, while Instagram offers a younger audience. The Platform accesses Linkedin, Twitter, YouTube, Vimeo, and much more including country-specific social media such as WeChat in Asia. See some of our 12,000+ media partners.

Targeting the right social media

Guided by data

Different social channels across different times

PATIENT COMMUNITIES

Reaching TA Specific Patient Communities

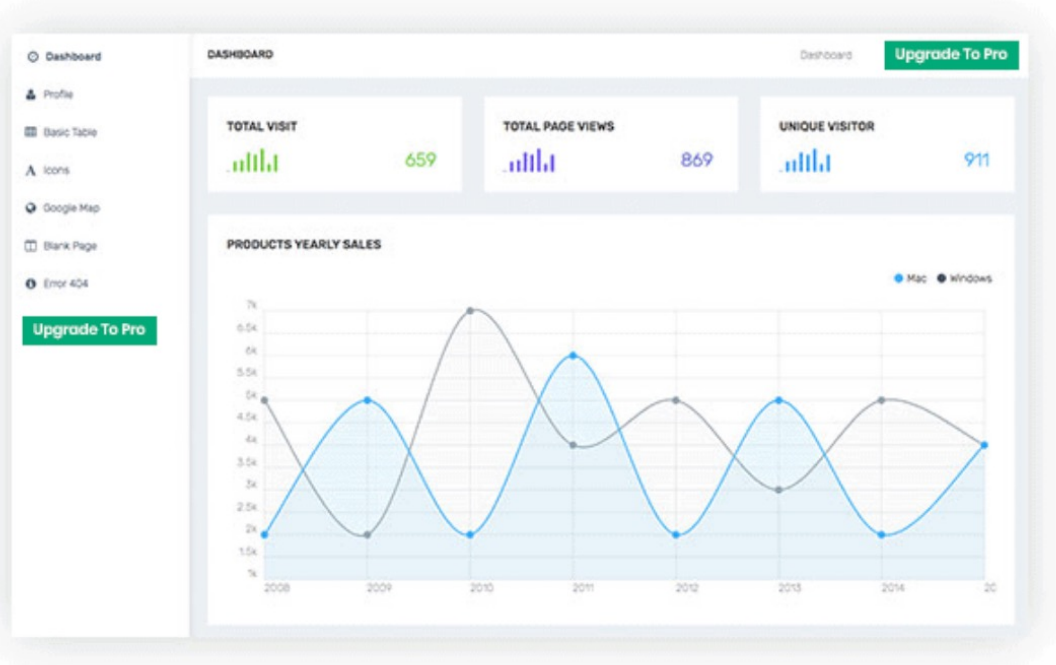
The TrialWire™ Platform extends into patient communities via their websites and online discussion boards. These communities rely on AI-Match to find studies across broad areas within each TA. Typically people with existing conditions have a number of other health challenges so with AI-Match they will always find a study that is right for them.

REFERRING PHYSICIANS

Reaching Key Referring Physicians

The TrialWire™ Platform finds local or specialist physicians and supports their referral process. The biggest challenge is reaching referring physicians. The standard referring physician letter rarely gets to the right people inside a practice.

So we find physicians and specialists near sites and make it easy for them to refer their patients using the TrialWire™ Platform's advanced patient match search service.



Reaching the right referring medical professionals

Geotargeting around sites

Tapping vast numbers of patients

SEARCH ENGINES

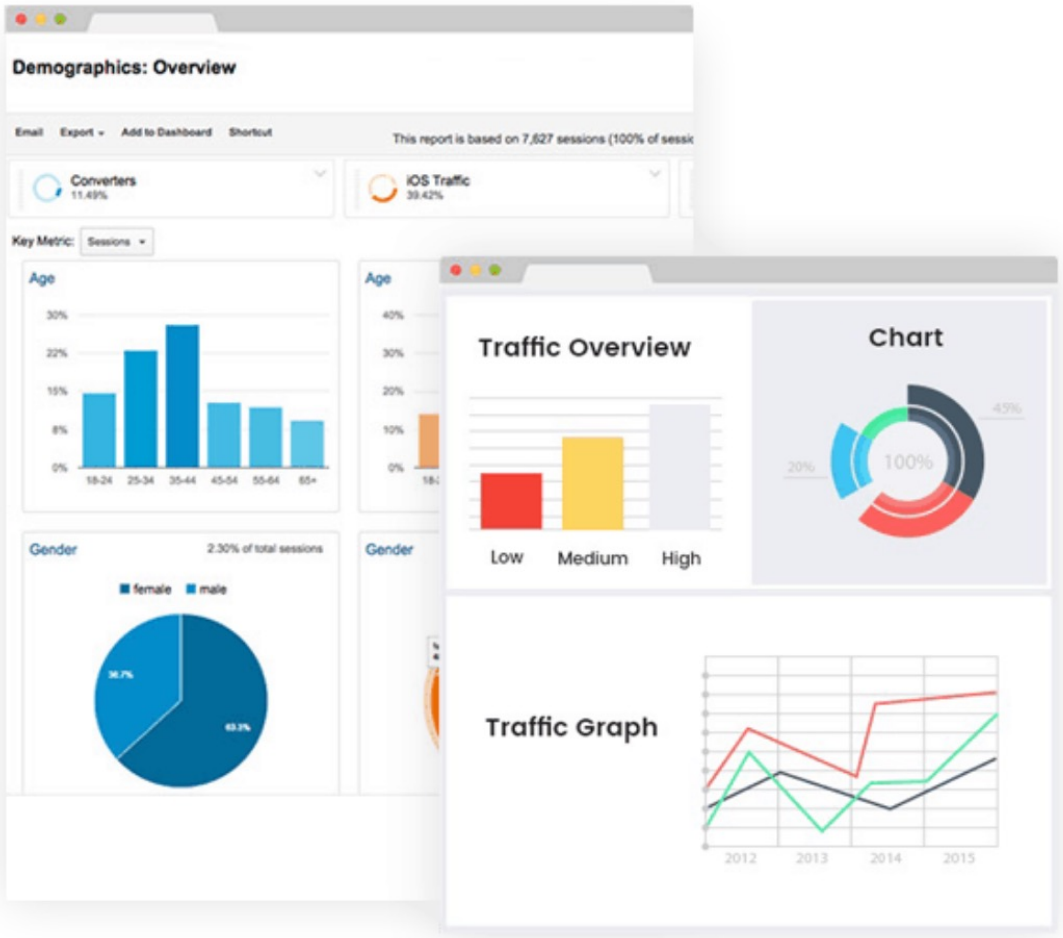
Google Search and Micro-online Communities

Google search is where most people will go to check a diagnosis, symptoms, look for a physician or specialists and research the latest treatments. So this is where we can also find potential trial participants.
In addition, most people are buying their medical supplies online now either on pharmacy sites or shopping sites like Amazon. So we can target people based on what they are purchasing and the Platform correlates and matches this activity with study criteria.

Being where people are looking for answers

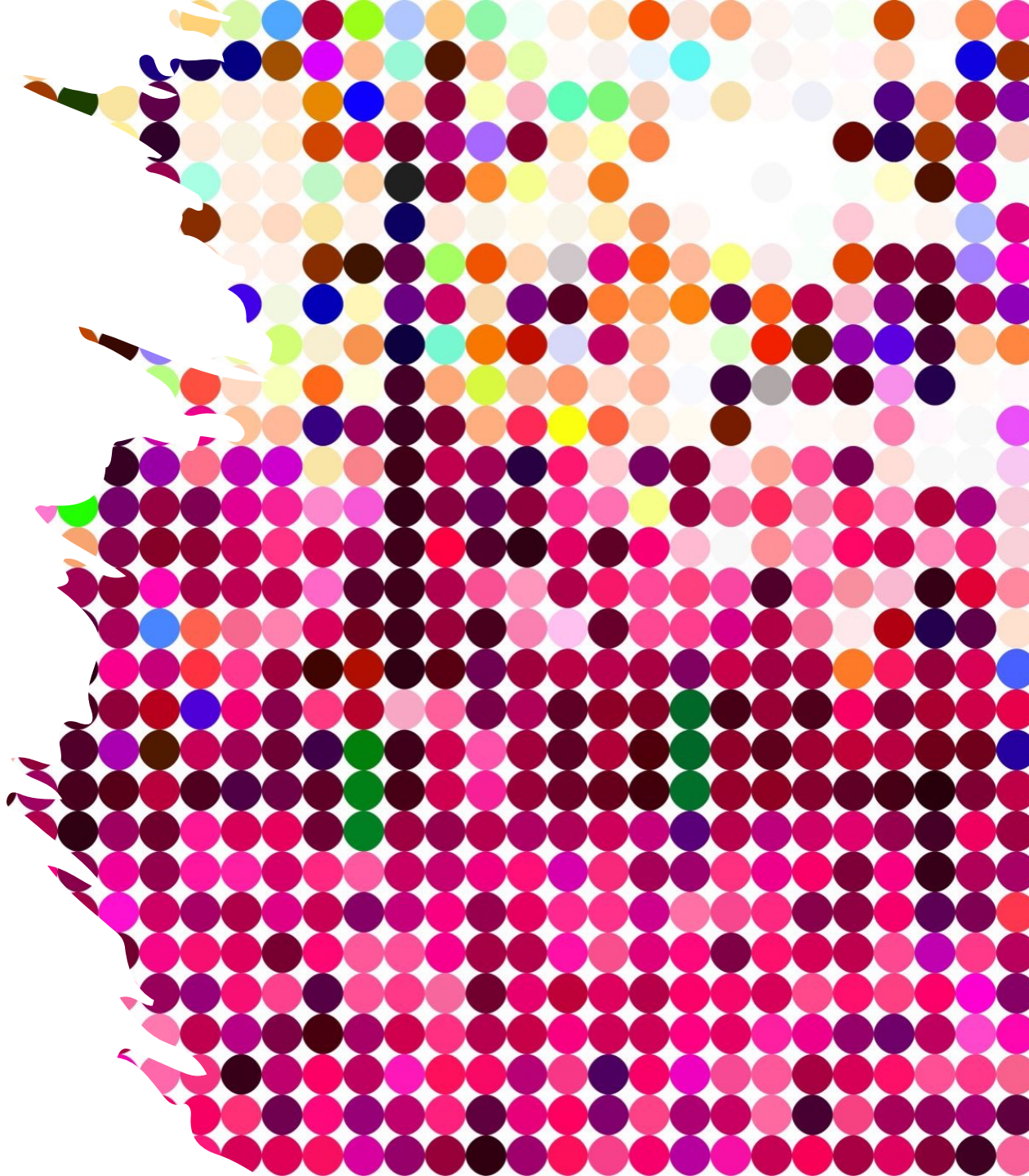
Strategic algorithms

Rapid targeting



How it works

Step-by-step



FINDING PEOPLE FOR CLINICAL TRIALS
IS THE #1 CHALLENGE IN DRUG DEVELOPMENT
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RECRUITMENT
PLATFORM

THE TRIALWIRE DIGITAL RECRUITMENT PLATFORM
SOLVES THIS PROBLEM IN MINUTES
TRIALWIRE™
ALGORITHM POWERED
RECRUITMENT
PLATFORM

USING PUBLICLY AVAILABLE

ONLINE ACTIVITY DATA

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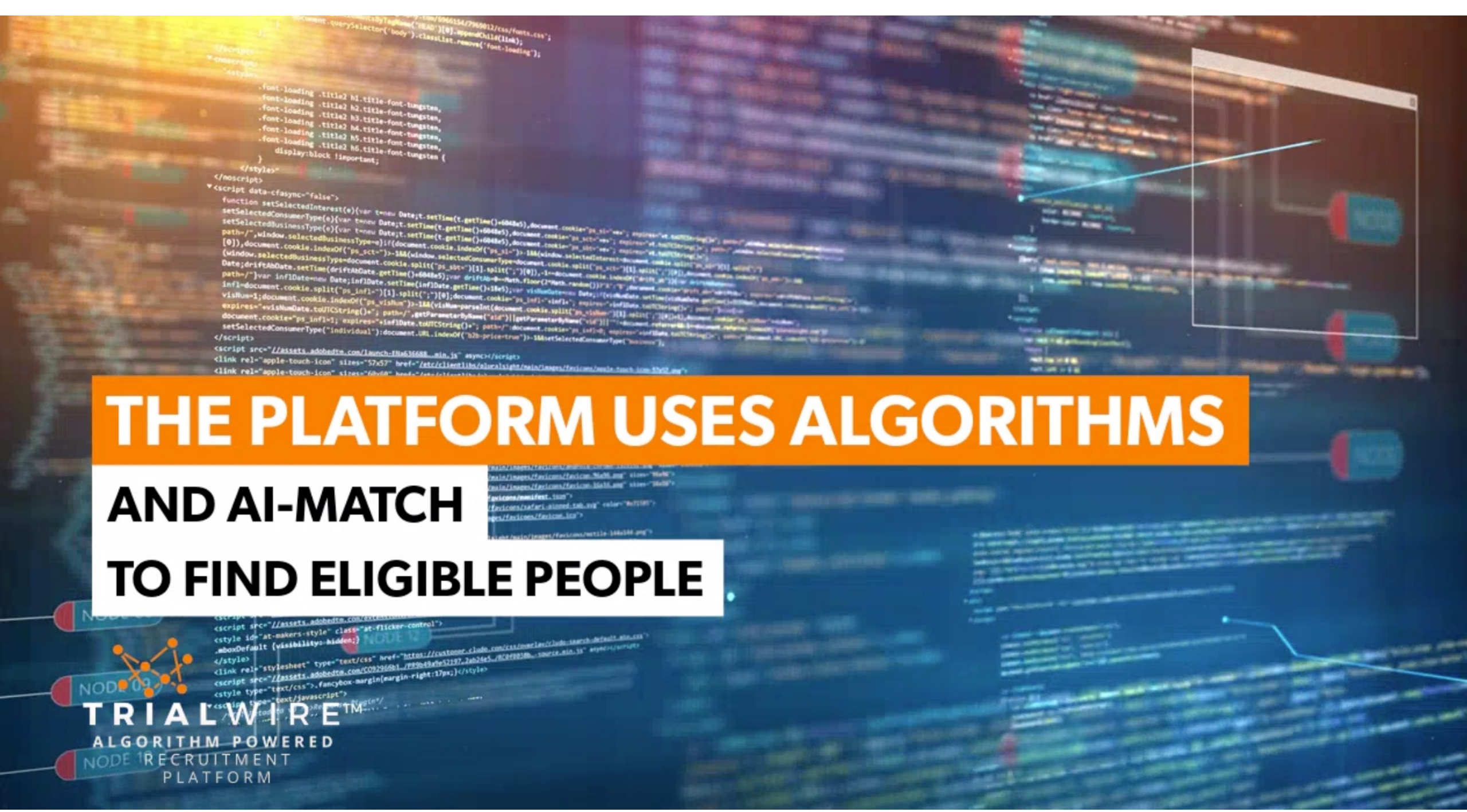
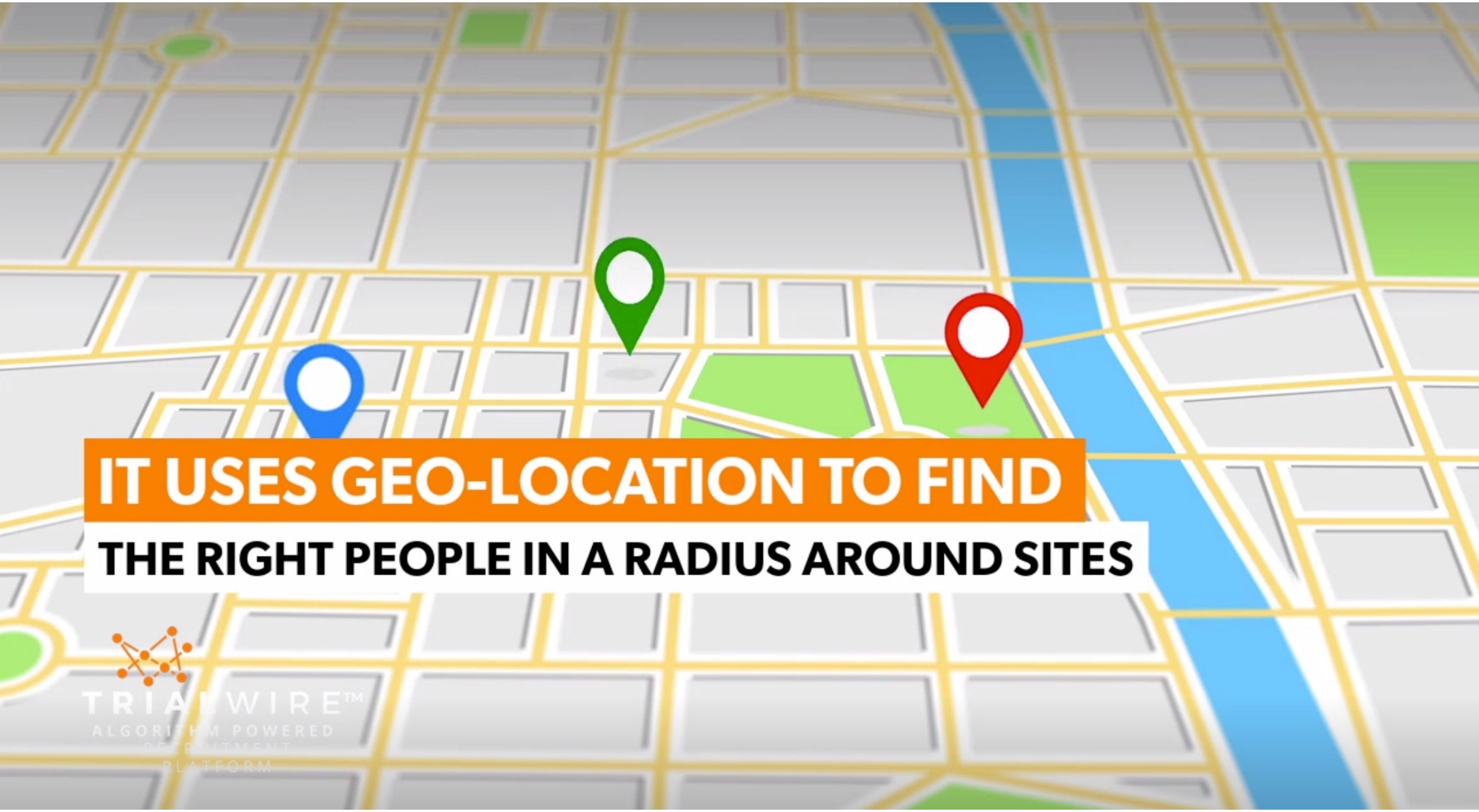
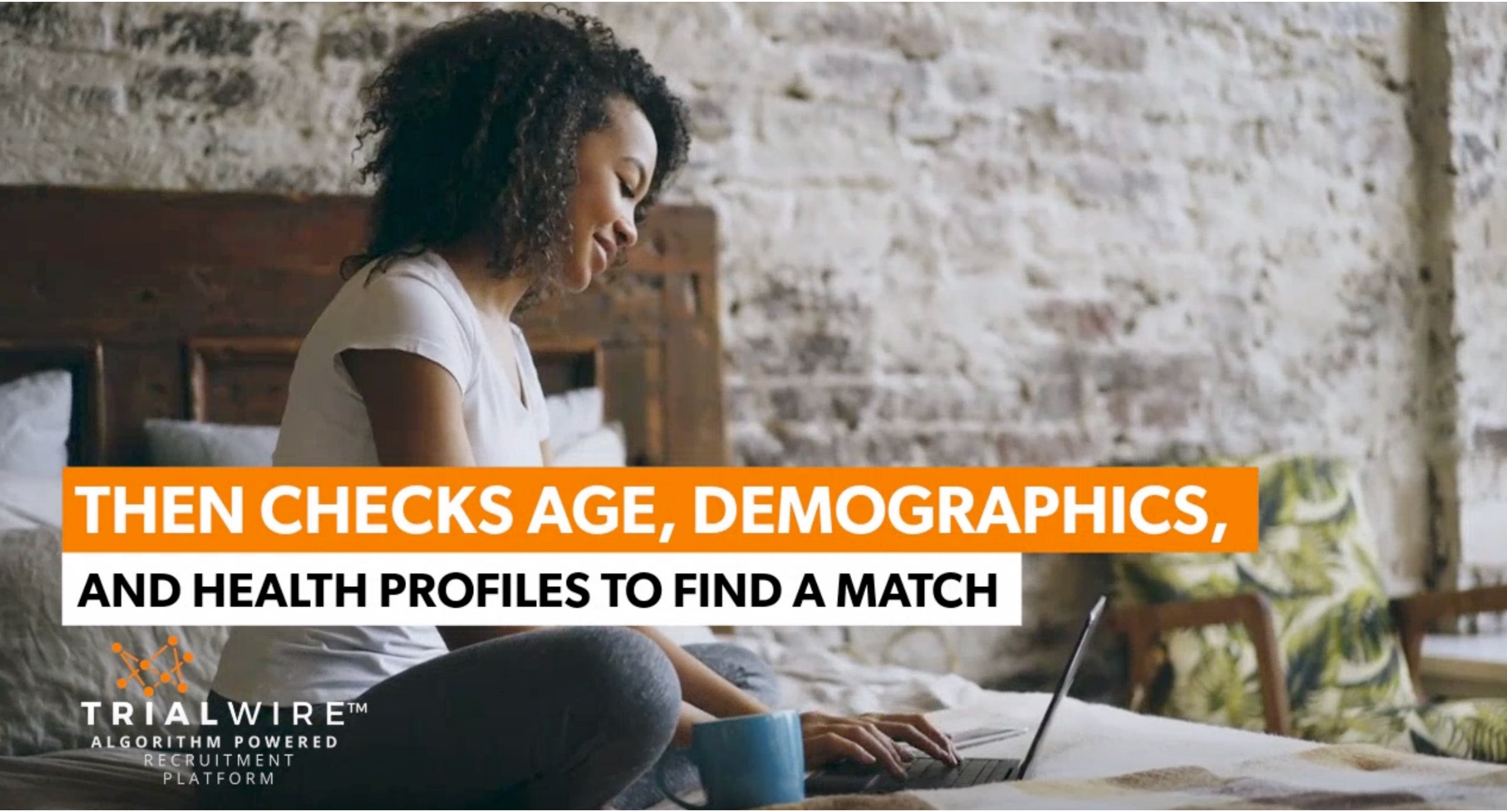
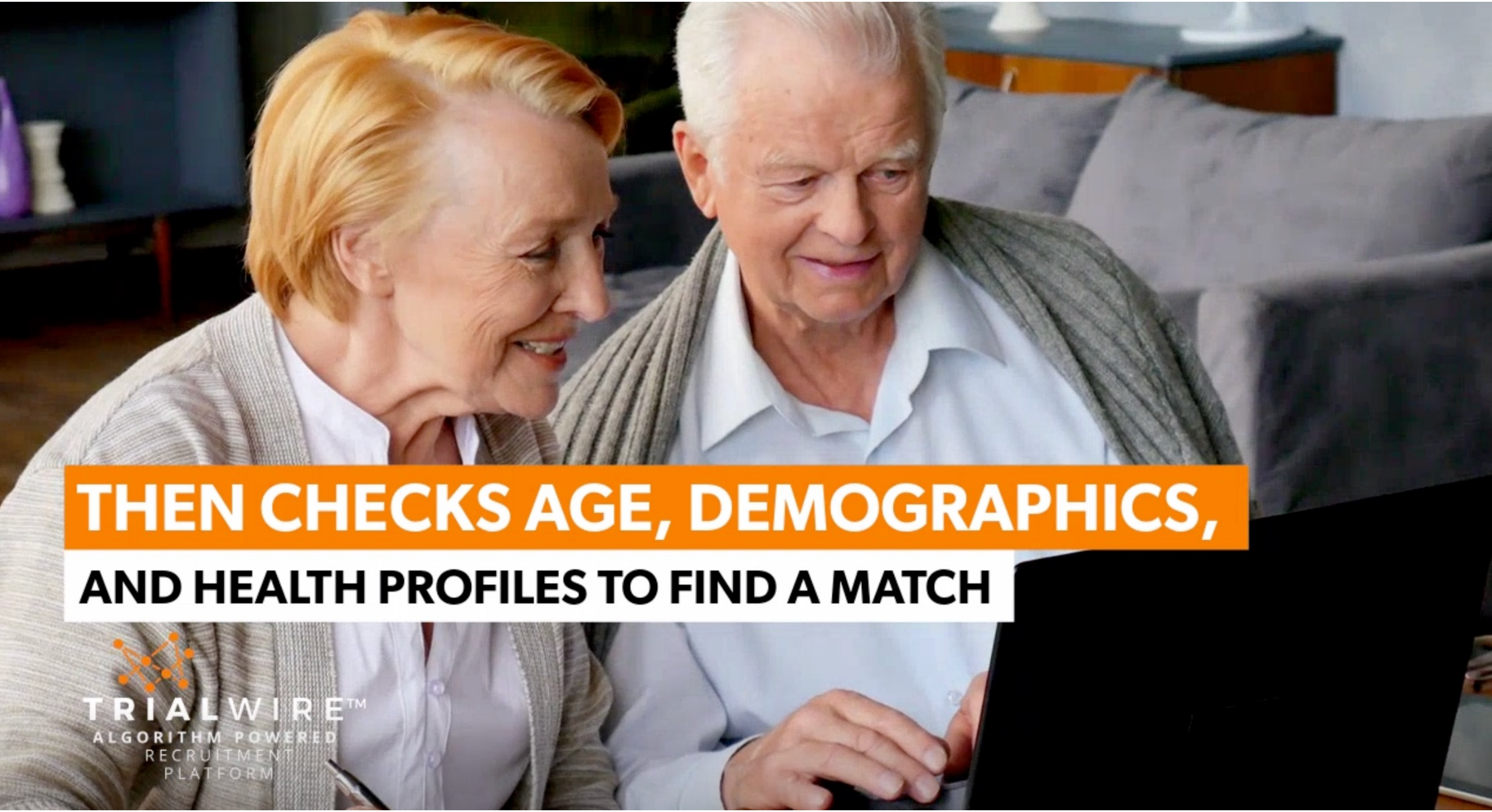
PLATFORM


THE PLATFORM USES ALGORITHMS
AND AI-MATCH
TO FIND ELIGIBLE PEOPLE
TRIALWIRE™
ALGORITHM POWERED
RECRUITMENT
PLATFORM


IT USES GEO-LOCATION TO FIND
THE RIGHT PEOPLE IN A RADIUS AROUND SITES
TRIALWIRE™
ALGORITHM POWERED
RECRUITMENT
PLATFORM


THEN CHECKS AGE, DEMOGRAPHICS,
AND HEALTH PROFILES TO FIND A MATCH
TRIALWIRE™
ALGORITHM POWERED
RECRUITMENT
PLATFORM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TRIALWIRE™
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IT FINDS PEOPLE ACROSS ONLINE
NEWS, MEDIA, AND SOCIAL CHANNELS
TAPPING HUNDREDS OF HEALTH METRICS
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RECRUITMENT
PLATFORM

AND VIA TA-SPECIFIC ONLINE HEALTH NEWS, APPS,
AND RESPECTED HEALTH NEWS SITES
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RECRUITMENT
PLATFORM

TRIALWIRE STARTS RECRUITING IN UNDER 24 HOURS
NO IRB/EC APPROVALS REQUIRED
TRIALWIRE™
ALGORITHM POWERED
RECRUITMENT
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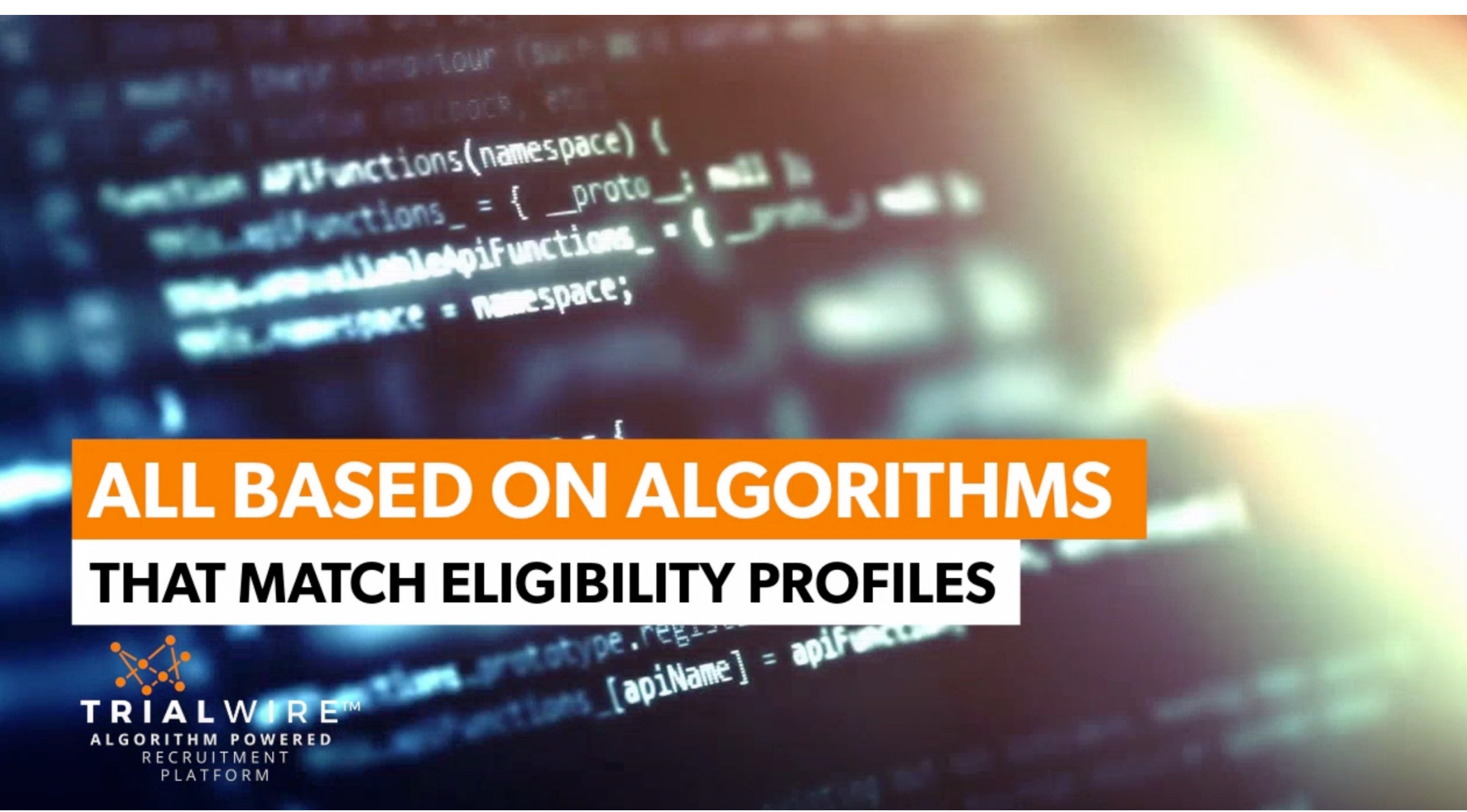
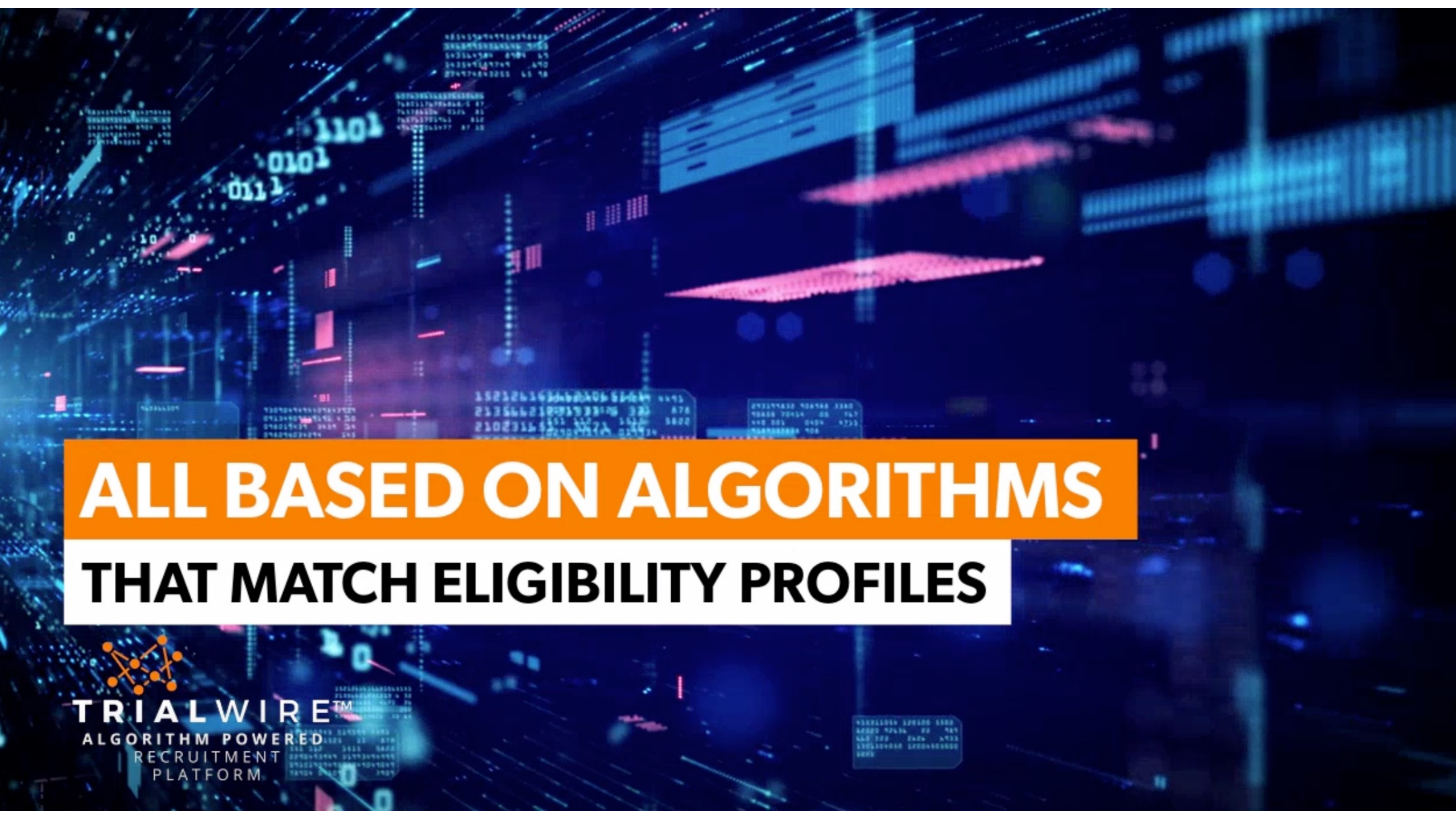

ALL BASED ON ALGORITHMS
THAT MATCH ELIGIBILITY PROFILES
TRIALWIRE™
ALGORITHM POWERED
RECRUITMENT
PLATFORM


ALL BASED ON ALGORITHMS
THAT MATCH ELIGIBILITY PROFILES
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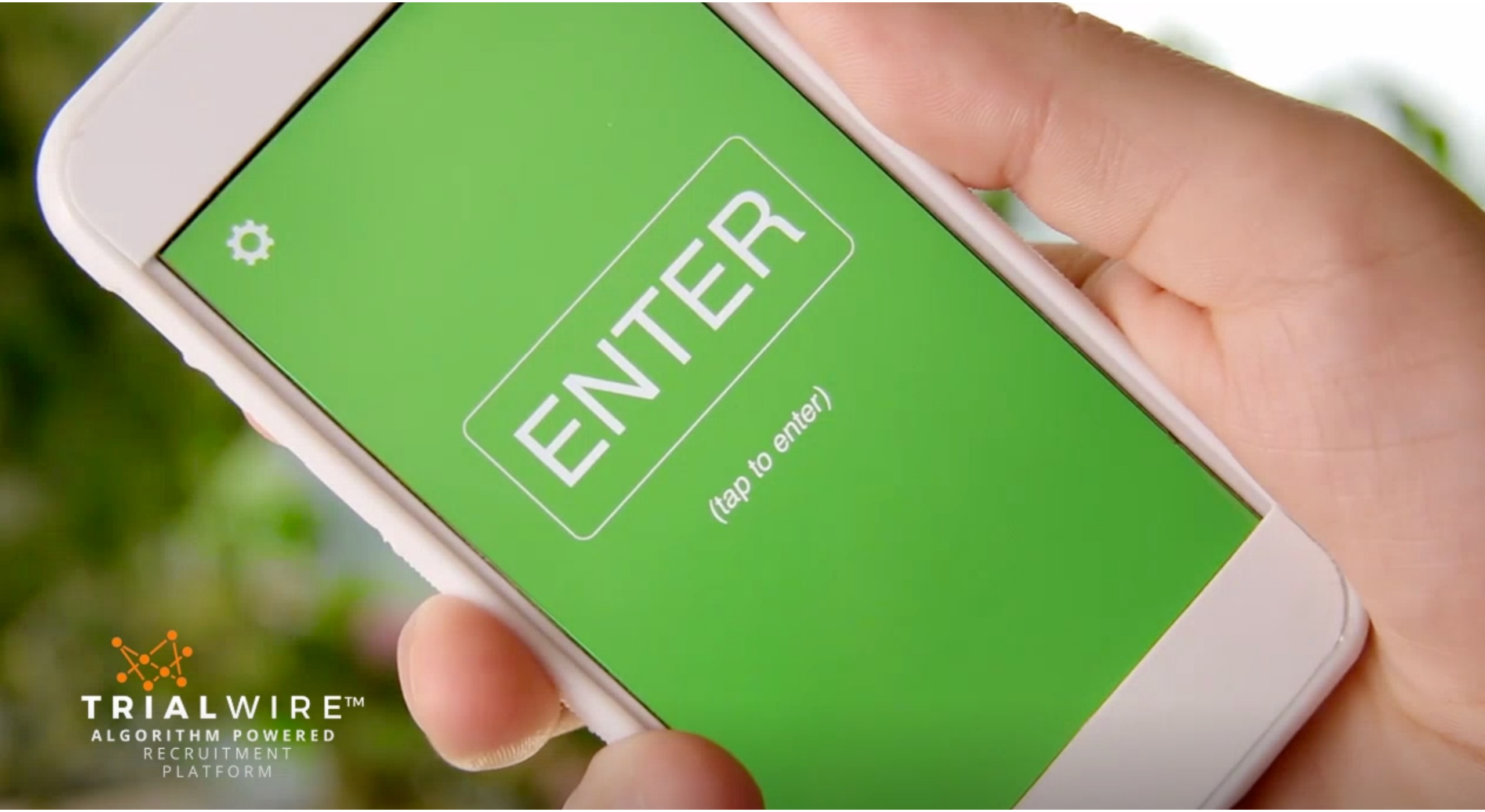
RECRUITMENT
PLATFORM

ONLY THE MOST ELIGIBLE PEOPLE ARE SHOWN AN ALERT
INVITING THEM ONTO THE PLATFORM
TRIALWIRE™
ALGORITHM POWERED
RECRUITMENT
PLATFORM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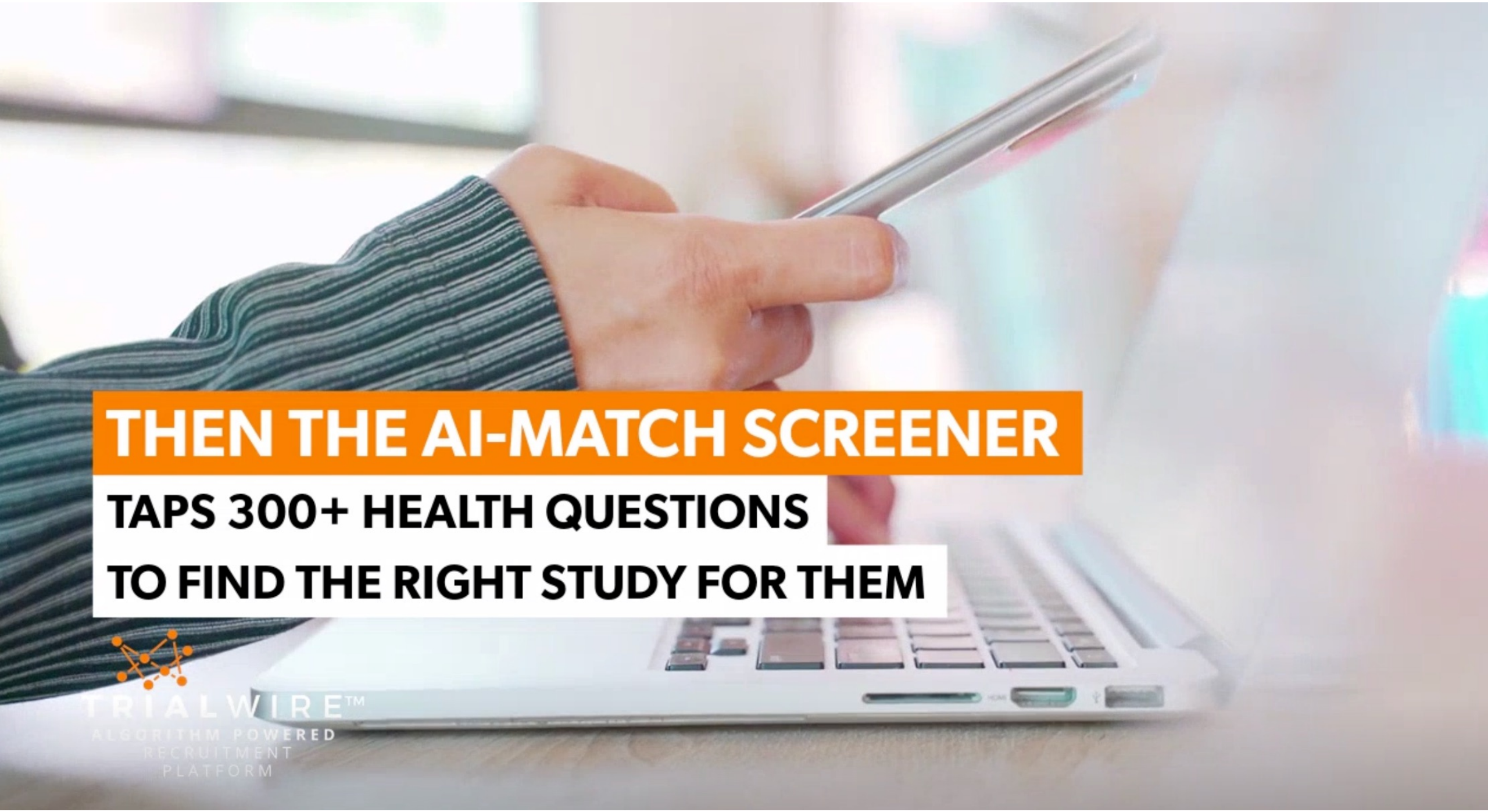
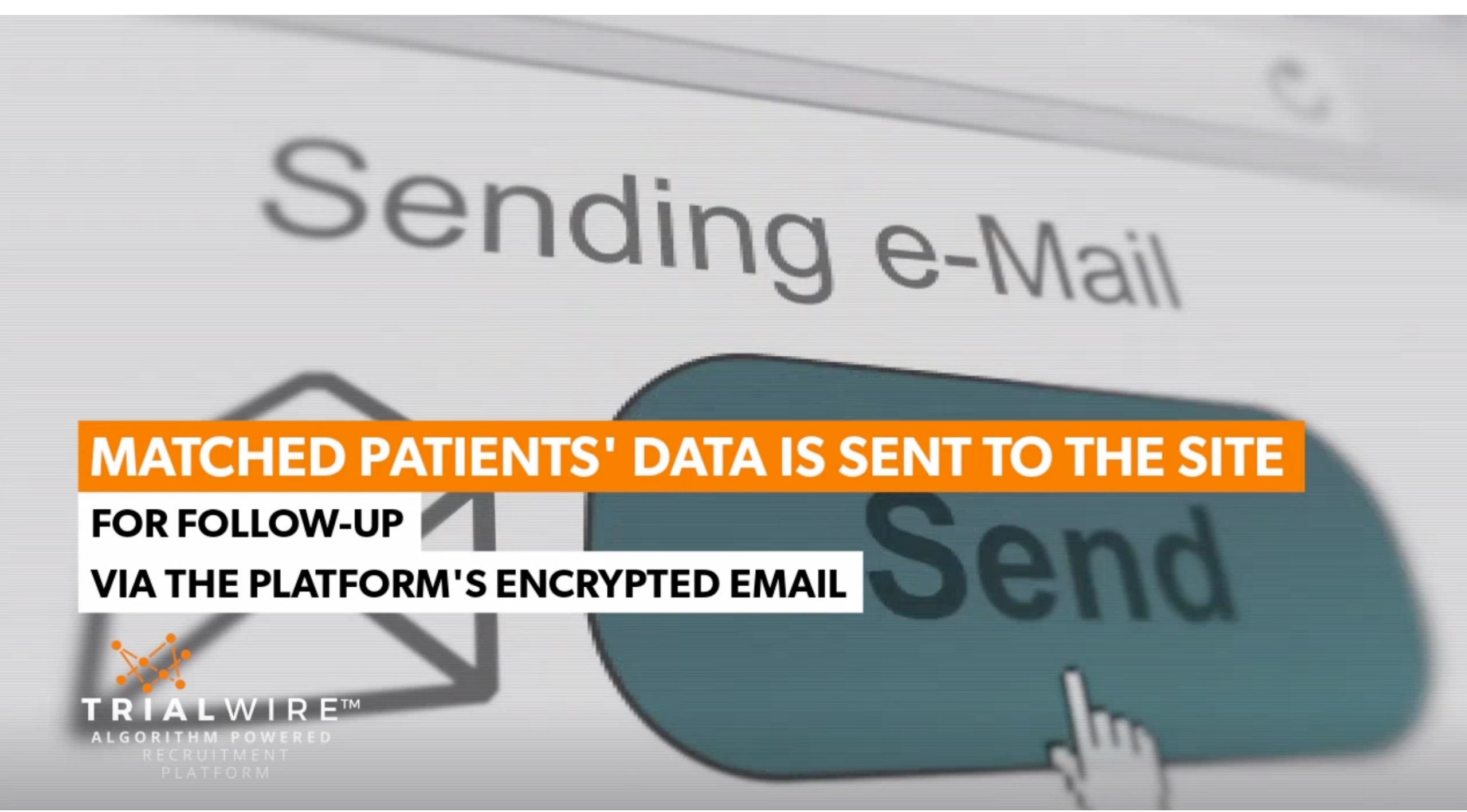
TRIALWIRE™
ALGORITHM POWERED
RECRUITMENT
PLATFORM


THEN THE AI-MATCH SCREENER
TAPS 300+ HEALTH QUESTIONS
TO FIND THE RIGHT STUDY FOR THEM
TRIALWIRE™
ALGORITHM POWERED
RECRUITMENT
PLATFORM



MATCHED PATIENTS' DATA IS SENT TO THE SITE

FOR FOLLOW-UP

VIA THE PLATFORM'S ENCRYPTED EMAIL

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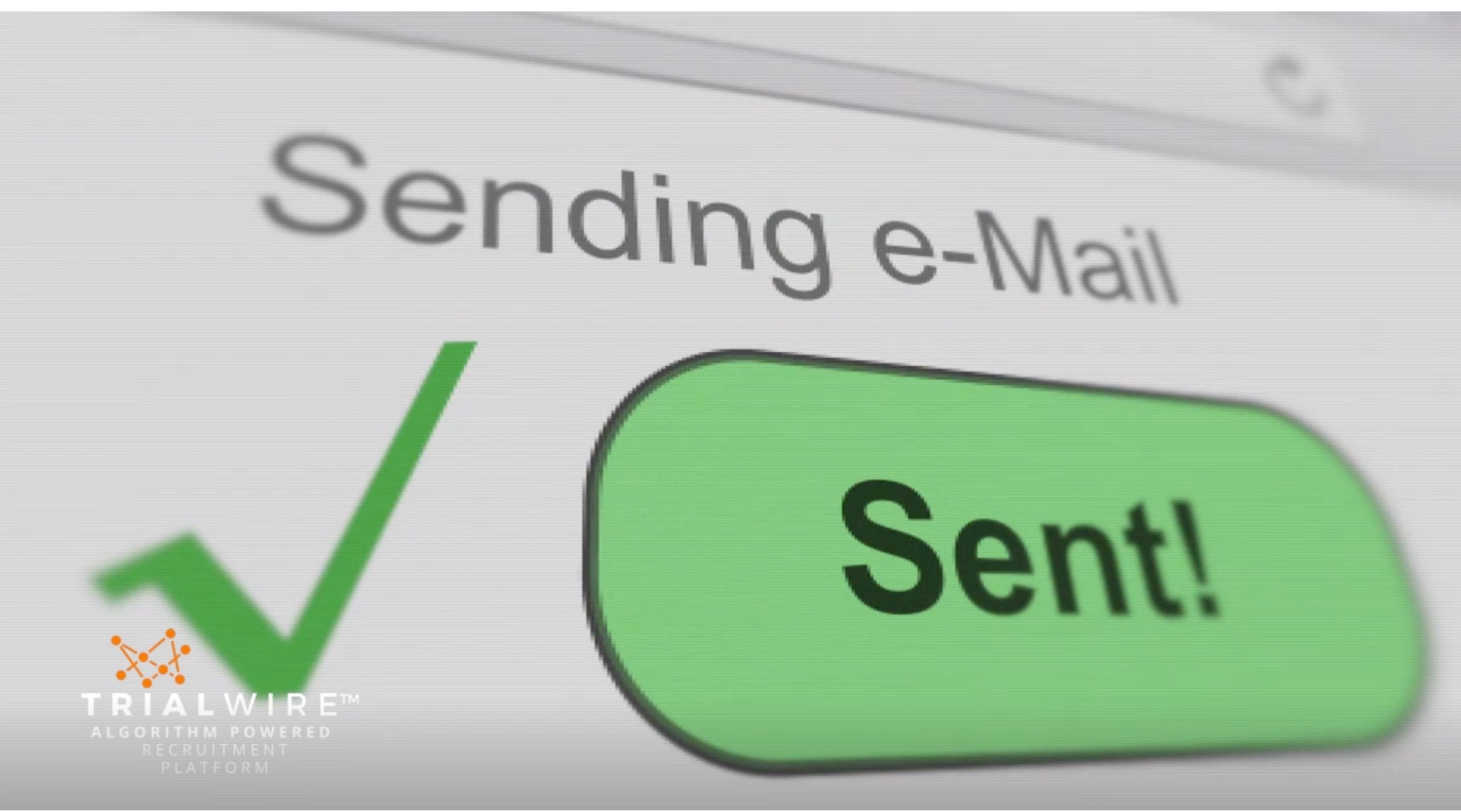
RECRUITMENT
PLATFORM


Sending e-Mail
Sent!
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RECRUITMENT
PLATFORM

SPONSORS AND CROS GET A DASHBOARD
SHOWING REAL-TIME RECRUITMENT SUCCESS
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IT MEANS YOUR SITES RECRUIT
FASTER & SMARTER
ASK ABOUT THE VIRTUAL TRIALS OPTION
TRIALWIRE™
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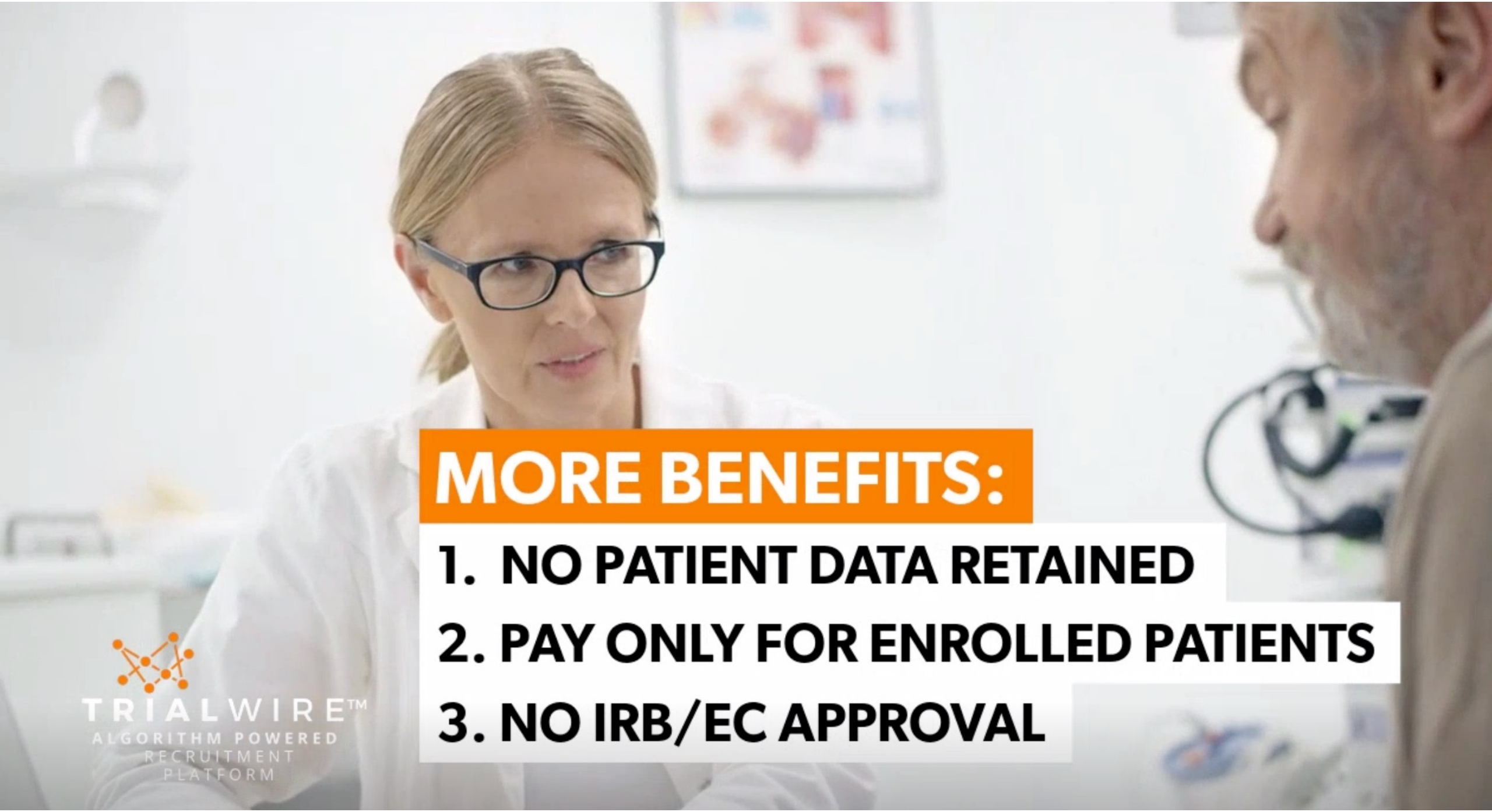
MORE BENEFITS:
1. NO PATIENT DATA RETAINED
2. PAY ONLY FOR ENROLLED PATIENTS
3. NO IRB/EC APPROVAL
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RECRUITMENT
PLATFORM

MORE BENEFITS:
1. STARTS IN UNDER 24 HOURS
2. JUST SEND US YOUR STUDY URL
3. LINKS WITH SITE SOFTWARE
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TAP OUR 20 YEARS OF PATIENT RECRUITMENT SUCCESS
THE AWARD-WINNING GLOBAL RECRUITMENT PLATFORM
READY IN UNDER 24 HOURS. SUCCESS FEE ONLY