

Fortrea Optimizes Site Matching on Retina Clinical Trials

Fortrea teams up with Verana Health to overcome challenges

in engaging clinical trial sites in the competitive retina space. Utilizing real-world data (RWD) from Verana Health's partner, the American Academy of Ophthalmology IRIS® Registry (Intelligent Research in Sight), Fortrea was able to target and optimize site selection. This data-driven approach reduced manual pre-screening efforts and highlighted untapped sites, reducing site burden and fostering stronger connections. By focusing on efficiency, the collaboration expanded Fortrea's site network and optimized resource allocation. Integrating Verana Health's insights into its strategy, Fortrea improved outreach, positioned itself as a leader in site engagement, and achieved greater success in matching sites to clinical trial opportunities.

Problem/Challenge

- The clinical trial landscape in the retina field has become highly saturated, with 40-50 common sites frequently participating in trials.
- Fortrea's Feasibility Team faced challenges in identifying and engaging new clinical trial sites. They sought a solution that allowed for a more personalized, high-touch approach rather than relying on cold outreach, which was resource-intensive and inefficient.
- Additionally, there was a pressing need to expand beyond well-known sites and reach untapped potential sites to maintain competitiveness.



// By helping match sites based on patient data, Verana is helping our feasibility become a lot more efficient in ratio of site outreach to sites secured for retina trials."

Brian Guthrie
Director Strategic Delivery & Growth
Fortrea

Partnering with Verana :

- Fortrea worked with Verana Health to leverage the IRIS Registry for its robust, real-time patient data capabilities. **This collaboration provided aggregate patient insights** from a broader range of sites, reducing the manual pre-screening burden on trial sites.
- By enabling “warm introductions” through past patient data and contact information, **Fortrea engaged with sites more effectively.**
- **This approach not only streamlined the feasibility process** but also allowed Fortrea to expand its outreach to untapped sites, minimizing resource strain while improving site engagement.

Results:

- **The Verana Health relationship made it possible to expand the number of sites engaged** and become more proficient in matching sites to awards.
- Verana Health helped Fortrea **reduce site feasibility assessment by 2-3 weeks.**
- With the Verana Health collaboration and optimized matching, Fortrea is projecting to drop their match ratio to nearly half of the previous ratio, resulting in a better yield from outreach, and a faster startup timeline for trials.

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About Verana Health

Verana Health® is revolutionizing patient care and clinical research by unlocking the potential of real-world data. Verana Health has an exclusive real-world data network of 90 million de-identified patients from more than 20,000 clinicians, stemming from its exclusive data partnerships with leading medical societies. Verana Health harnesses deep expertise, secure advanced technology, and direct access to exclusive, near real-time data sources to deliver actionable quality insights that help companies make sense of the data. For more information, visit www.veranahealth.com

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