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## Research as Care: Bringing Clinical Research Directly to Patients and Physicians

Despite the many benefits of participating in clinical research, only about three percent of patients and physicians in the U.S. take part. That means 97 percent of the population is an untapped market for trial sponsors and clinical research organizations. Yet would-be clinical trial participants face significant barriers. Patients lack access to investigative sites and are reluctant to leave the care of their trusted physicians. In addition, many physician practices and health systems are reluctant to “build it and they will come.” The upfront and recurring costs to create and maintain a compliant, fully functioning research department is significant (up to millions of dollars) with

returns on those investments uncertain.

The good news is that we need not accept these abysmal participation rates. A central investment in clinical research infrastructure including governance, dedicated personnel, accounting systems, clinical trial management systems, regulatory compliance and guidance and business development — at no cost to the participating practice or health system, can melt away barriers to participation. This enables these organizations to conveniently provide a research-as-care model to their patients interested and qualified to participate in a study.

This research-as-care model is an outsourced solution to qualified organiza-

tions that place patients at the center of research. Using electronic health records, patients are identified who match a specific trial protocol. By facilitating partnerships with these patients’ known, trusted physicians, patients gain access to study opportunities and the number of investigators increases.

Beyond the economic benefits of additional revenue for practices and on-demand trial infrastructure, the research-as-care model attracts physicians seeking alternatives for patients with limited options. Most of all, the model helps improve patient retention and protocol compliance, thereby advancing cutting-edge clinical research.



Chad Moore is president and co-founder of Elligo Health Research, which improves clinical trial access by engaging the 97 percent of physicians currently not offering clinical research to their patients. Since its inception, Moore has helped concept and build the approach that is innovating and diversifying clinical trial participation.

