

PPD™ Patient First Digital solutions

Patient-centered, digitally-enabled solutions that make it easier for patients to access, enroll and participate in research.



Optimizing the patient journey. **First click to last visit.**

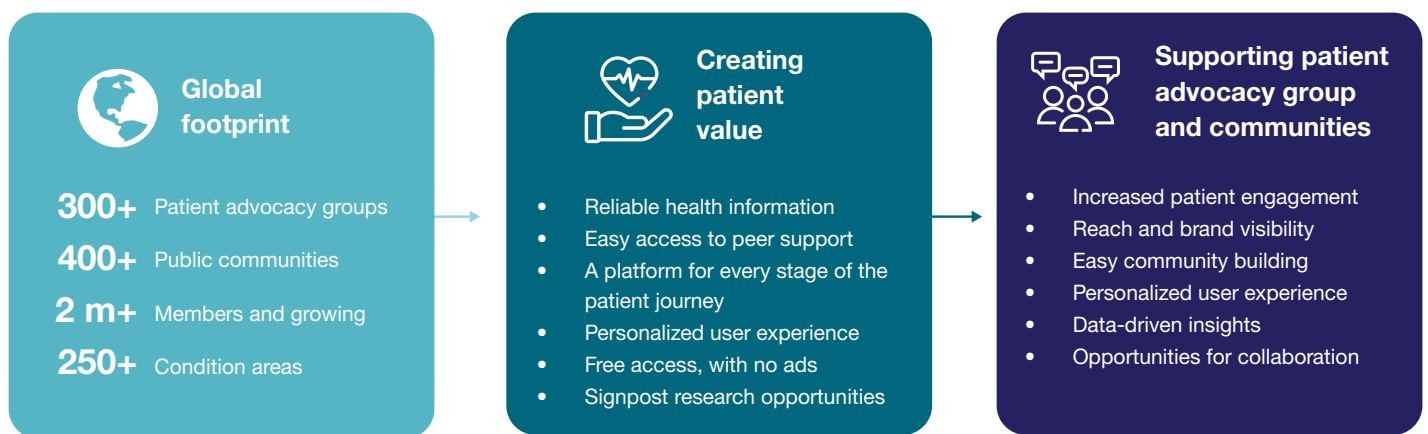


We are the only CRO with an online community platform where patients are taking healthcare into their own hands and we're meeting them there.

Connection

HealthUnlocked™ online community platform

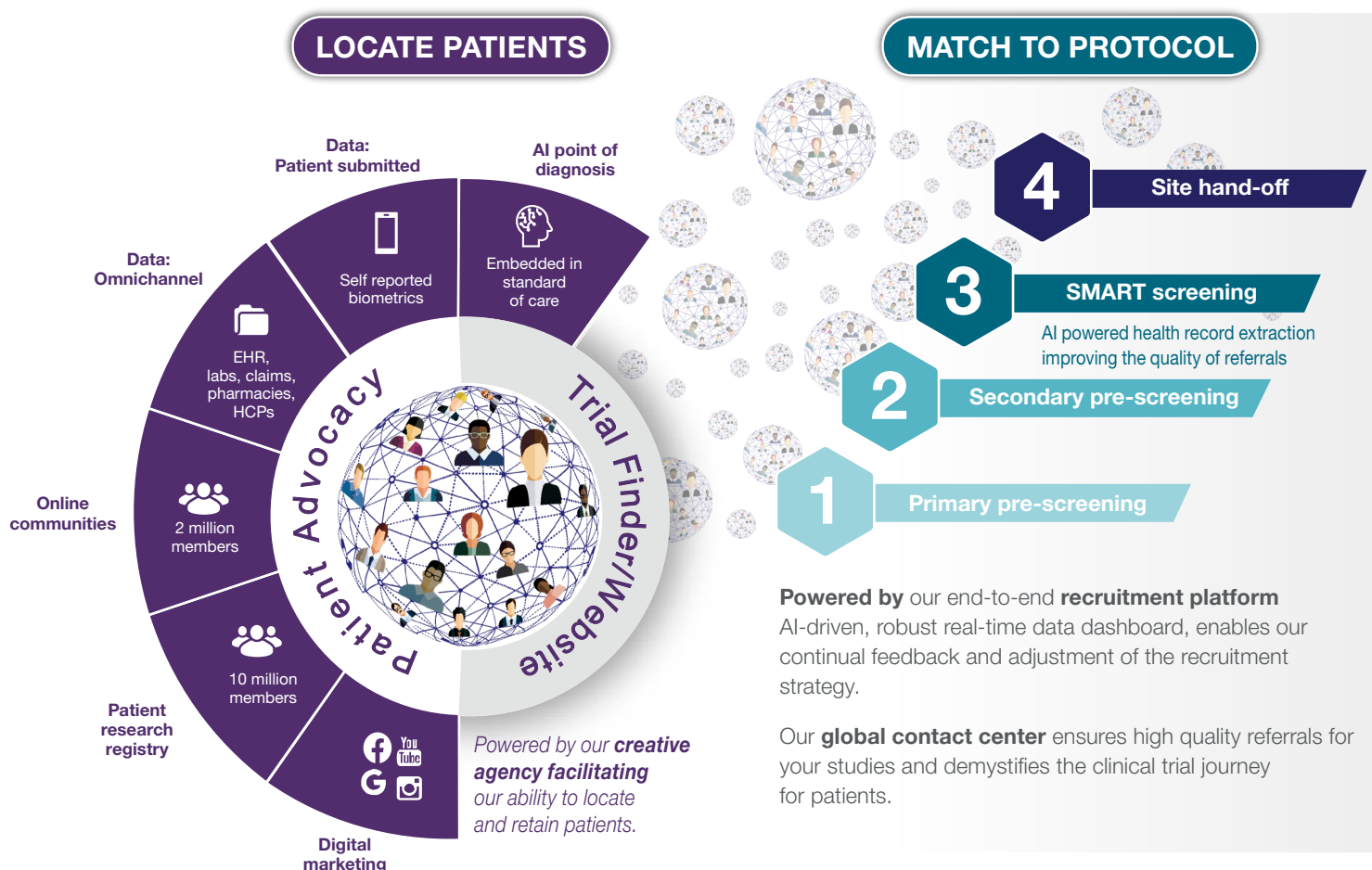
We've enabled strong network effects and are building a premier source for patient engagement, information and recruitment. Empowering patients to connect with peers, share experiences, access condition information and find clinical trials in a safe online environment.



Recruitment

Patient First Recruitment and Engagement solutions

Applying a broad global reach to **LOCATE** and **MATCH** the right patients to the right protocols.

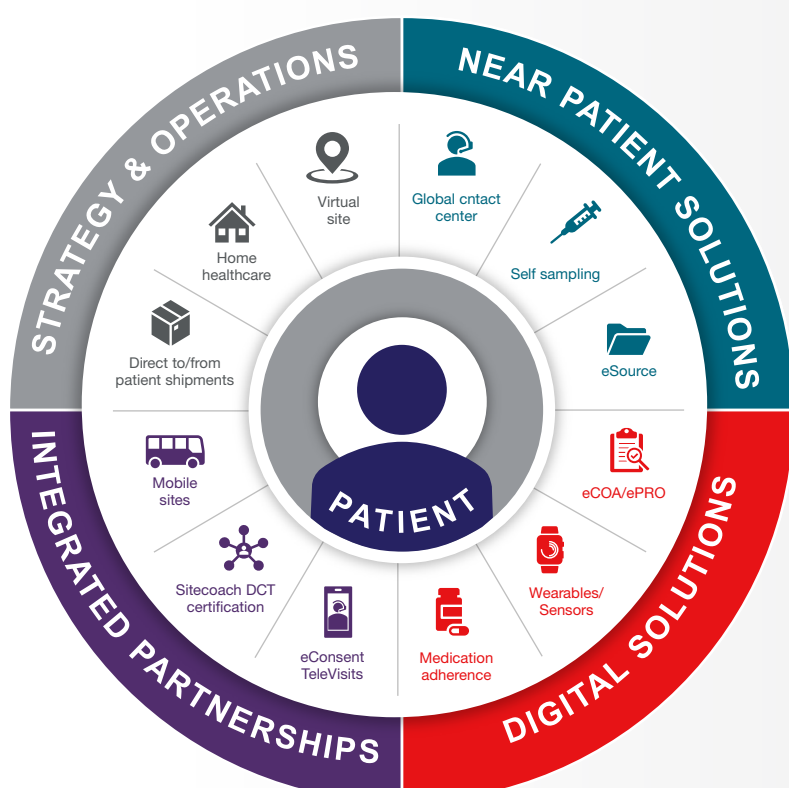


Patient profiling informs our recruitment strategy: developed from a range of sources, prior experience, prior delivery, publicly available and social /medical determinants.

Data collection

Digital & Decentralized solutions

Patient-centered solutions that reduce site visits, drive engagement and retention, and improve data quality.



Reduce patient burden, increase patient access through direct-to-patient solutions and less site visits

Reduce site burden through removing administrative tasks and extending capacity with virtual study coordinators

Drive enrollment and retention with personalized support leading to first visit and centralized hub for screenings and referrals and flexibility of visit locations

Improve data quality with digital data collection and through targeted outreach and support at key time points