UNLOCKING THE POWER OF PRIMARY CARE IN CHRONIC DISEASE RESEARCH

85% OF CHRONIC DISEASE CARE IS DELIVERED THROUGH PRIMARY CARE AND COMMUNITY-BASED SETTINGS

INDUSTRY MUST EVOLVE BEYOND TRADITIONAL MODELS TO BETTER SUPPORT INVESTIGATORS AND REACH PATIENTS

Research that extends into primary care and community settings meets patients where they are.

- TRADITIONAL RESEARCH SITES
- PRIMARY CARE INTEGRATION
- BROADER PATIENT ACCESS

CLINICIAN ENGAGEMENT IS THE MISSING LINK IN TRIAL ACCESS

Personal physicians play a critical role in patients' decision making and attitudes toward participation in clinical trials but often face significant barriers to getting involved.

Primary care physicians are uniquely positioned to expand trial access, **but need support, tools and awareness.**

ACTIVATING PRIMARY CARE

Support that meets clinicians where they are.

- TRAINING & EDUCATION TO PRIMARY CARE PROVIDERS
- COMMUNITY GROUPS AS TRUSTED PARTERS
- **PRIMARY CARE ACTIVATION**
- RESEARCH PARTNERSHIPS
- EQUITY & BIAS MITIGATION

GLOBAL CONSISTENCY, REGIONAL ADAPTATION

Primary care models vary significantly by region in structure, regulatory environment and research readiness. Access to flexible resources enables this.

- ESTABLISHED PARTNERSHIPS
- NEW SITE DEVELOPMENT
- EMBEDDED DIVERSITY

ENABLING PRIMARY & COMMUNITY CARE INTEGRATION

Primary care settings need tailored infrastructure to overcome common challenges.

- HIGH BURDEN
- MODEL MISMATCH
- FULLY-ENABLED SITE

HOW PPD SELECT MAKES IT WORK

We can support three flexible rolls with centralized support.

- REFERRAL PARTNER
- SUB-INVESTIGATOR
- FULLY-ENABLED SITE

FROM PILOT TO SCALABLE ECOSYSTEM

Our experience and resources combine network connectivity and site capability to enable real-world delivery.

- GLOBAL PRIMARY CARE RESPIRATORY PILOT
- NATIONAL PRIMARY CARE ENAGEMENT IN THE UK
- BUILDING AT SCALE

We bring chronic disease trials closer to patients with the expertise, infrastructure and support to activate primary care at scale.

Learn more at **thermofisher.com/ppd**

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