

Why precision matters in clinical trials

Drive faster, more efficient trials with real-world data

In clinical trials, success is driven by precision—the ability to leverage **real-world data (RWD)** to design feasible protocols, optimize site strategies, and recruit qualified patient populations. By applying RWD with this level of precision, sponsors can move from theoretical planning to data-driven execution, increasing the likelihood of faster, more efficient trials from feasibility through enrollment.

Enhance clinical trial design and feasibility

RWD is used to model inclusion and exclusion criteria against real-world patient populations to validate true eligibility. This precision in protocol design—aligning study criteria and endpoints with actual clinical practice—ensures that trials are both feasible and practical, reducing the risk of costly amendments.



More accurate feasibility assessments



Reduced risk of under-enrollment



Fewer delays and protocol amendments

Optimize site and recruitment strategies

RWD provides the precision needed to identify and locate clinically and demographically eligible patient populations for clinical trials. These granular insights inform a more strategic site and PI selection process, enabling data-driven recruitment campaigns that lead to faster enrollment and higher-quality patient cohorts.



More strategic site placement and PI identification



Faster, more efficient patient recruitment and enrollment



Higher-quality patient matches

Precision is what transforms real-world data into meaningful impact across the clinical trial life cycle. It enables more informed decisions, mitigates operational risk, and accelerates enrollment, resulting in more efficient execution and a greater likelihood of success.



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