Medidata AI Supports PPD's $60M Study Award in Rare Oncology Indication

PPD, Thermo Fisher's clinical research business, partnered with Medidata AI Intelligent Trials to leverage broad industry performance data to more accurately forecast patient enrollment rates. This enabled PPD to reduce the projected clinical trial timeline and be awarded a key study.

KEY TAKEAWAYS

- PPD, a top 10 global clinical research organization (CRO), was in pursuit of a Phase III rare disease clinical trial.
- PPD combined their data with Medidata AI Intelligent Trials' extensive performance data to confidently forecast double the original patient enrollment rates with optimized country and site footprints.
- PPD reduced the number of planned countries by 34%, planned sites by 42%, and shortened the overall forecasted study duration by seven months.

CHALLENGE

PPD sought to build a response to an RFP for a Phase III $60M rare disease trial that would exceed the sponsor's expectations. However, they lacked visibility into site-level enrollment rates for patients with the rare disease and specific biomarkers that would help them match the exact demographics in their proposal.

SOLUTION

PPD partnered with the Medidata AI Intelligent Trials team to strengthen their country and site selection modeling. Intelligent Trials is the only clinical trial analytics solution that brings together cross-industry real-time performance metrics from 30,000+ trials, predictive models, and forecasting capabilities to give life science organizations a competitive edge in trial planning and execution.

PPD compiled and analyzed their data from Phase II and Phase III studies within the rare disease over the past 10 years. This dataset spanned 29+ countries and 1,700+ sites. PPD used the Medidata AI solution to analyze granular clinical trial metrics, including biomarker-specific patient populations, to understand historic enrollment rates for the disease and benchmark their site and country footprint compared to similar trials in the industry.

> PPD successfully applied a data driven approach leveraging Medidata AI site-level performance data to demonstrate how they would enroll 350+ patients with a specific HER2+ biomarker in under 3 years.

> "The clinical trial industry continues to demand new tools in big data and predictive analytics to improve trial planning and execution and accelerate clinical trials. Machine learning-based insights, derived from vast site-level data amassed by PPD and Medidata, have given us a competitive site selection advantage in the crowded trial landscape."
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> **Bhooshi de Silva, Head of Strategic Capital, Thermo Fisher, PPD**

RESULTS

PPD was awarded a $60M Phase III trial using a data-driven approach and ability to forecast more accurate patient enrollment rates. This opportunity helped PPD increase revenue and gain an edge in the increasingly competitive CRO landscape. Medidata AI's patient enrollment and data quality metrics were foundational to PPD forecasting enrollment rates aligned with the specific patient population.

Optimized footprint and duration expectations with Medidata insights

	ORIGINAL APPROACH		AUGMENTED APPROACH
Number of Countries	27	+ Medidata's historical clinical trial data	**18** ↓
Number of Sites	200		**120** ↓
Forecasted Study Enrollment Rate	0.05		**0.10** ↑
Duration	41 months		**34 months** ↓

ARMED WITH THESE INSIGHTS, PPD SUBMITTED A DATA-DRIVEN COUNTRY AND SITE FOOTPRINT:

2x
Increase in original forecasted enrollment rate with an optimized footprint

34%
Reduction in planned countries

42%
Reduction in planned sites

7-month
Reduction in overall forecasted study duration