

PI Diversity & Inclusion Insights for Equitable Clinical Research

Clinical trial diversity is at the heart of medical advancement and patient impact. In addition to meeting new FDA guidance for diversity standards, ensuring people from diverse backgrounds join clinical trials is key to building trust with pharmaceutical brands and achieving health equity.

The Ask



A top global pharma company needed to quickly analyze and understand the diversity of a list of 170 principal investigators (PIs) they intended to engage for an upcoming study in addition to identifying additional PIs.

The Problem

For clinical trials to be truly representative, the client understood the need to develop a richer understanding of the diversity metrics for providers and the patient populations they treated, in combination with the provider's clinical area of expertise. They did not have access to the right data.



The Solution

H1 used a proprietary algorithm and its Trial Landscape solution to assess and rank the identified PIs by diversity and inclusion metrics and profile new PIs based on their diversity and experience requirements.



Step 1: Filter HCPs based on the clinical experience requirements.



Step 2: Segment PIs based on patient diversity mix.



Step 3: Review the diversity metrics of the providers themselves.



Step 4: Rank the PIs based on access to the target patient population, their own diversity metrics and clinical experience.

The Results

H1 delivered the following results:



Confirmation that the originally identified list of 170 PIs proved to have a limited diverse patient access



Surfaced an additional 125 PIs that would have otherwise gone unengaged.



Access to more diverse patient populations to help underserved communities



Additional provider diversity metrics



Relevant clinical experience



Insights and ranking based on above criteria

H1 delivered a more diverse physician and patient population to participate in the client's trials.

H1's Trial Landscape is a 360-degree global clinical trial knowledge-base that helps teams discover diverse physician and patient populations to participate in trials, expand their range and understanding of investigators and institutions and their expertise relevant to areas of interest; and evaluate the clinical landscape.

[Request a demo](#) or visit www.h1.co.