

Clinical Trial Recruitment

Recruit the right patients for your clinical trials

Finding patients for your phase III/IV clinical trials requires the right data and expertise — we offer both. Powered by data, our recruitment team pinpoints and contacts prospective patients before referring them to your clinical sites. And to further promote enrollment and streamline recruitment, we offer services like online prescreening, referral support and real-time reporting.



1 Target and engage

How we find and reach the right patients for your trial

Data-driven process

Precisely target patients by analyzing integrated health care data from CVS Health®

Multi-channel outreach

Contact patients in ways that drive engagement (phone, email or direct mail)

2 Prescreen and connect

How we connect your clinical sites to potential participants

Prescreening service

Deliver high-quality referrals with our online prescreening service that filters participants based on protocol criteria.

Referral support

Work with your clinical sites to refer participants and then support them through enrollment.

85% of clinical trials fail to recruit or retain enough participants.¹

We can help

with our data-driven recruitment process that integrates health care data from across CVS Health.

200M+ lives

are represented by data pulled from:

- Medical and pharmacy claims
- Laboratory results
- Prescription fills and history
- Vaccine records
- COVID-19, influenza and RSV testing
- Health care records (EHR/EMR)

Simplify, improve and accelerate how you recruit

- **Access patients** through our diverse and representative data
- **Apply advanced analytics** to precisely target patients
- **Prescreen patients** to promote referrals and track progress
- **Engage patients** with our strong brand recognition
- **Track progress** with real-time dashboards and weekly reports
- **Rely on our expertise** to streamline your recruitment



Let's connect

Scan the QR code or visit us online.
LifeSciences.CVSHealthspire.com

1. National Library of Medicine. (2023, September 4). Uncovering key clinical trial features influencing recruitment. Retrieved March 4, 2025, from <https://pmc.ncbi.nlm.nih.gov/articles/PMC10565197/>.

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