

## RESEARCH BRIEF

# 2022 Market Trends Survey

### Introduction

For the third consecutive year, Greenphire has surveyed the clinical trial market worldwide to identify the most critical challenges, priorities, and opportunities to improve the process.

In 2022, a total of 784 industry representatives (274 from sponsors/CROs and 510 from sites) from 51 countries and regions, including the United States, the United Kingdom, Germany, France, Canada, Australia, and Poland participated in the study, which covered the most critical issues while conducting a clinical trial.

Survey respondents represented a variety of therapeutic areas, including cardiovascular, medical device, rare diseases, infectious diseases and oncology.

### Study Volume

- **74%** of sponsors and CROs agree that the industry is back to pre-pandemic volume, but only **63%** of sites agreed with this
- The **top reason** cited for those who said that they are not currently conducting as many studies as pre-pandemic levels was that fewer studies are being initiated
- Overall, **43%** of sites indicated that recruitment for current studies in 2022 has been a challenge, resulting in lower participant enrollment

### Study Startup

- The top study planning pain point for CROs and sponsors is enrollment planning, specifically determining whether or not the right mix of patients exist; **43%** and **28%**, respectively
- While most sponsors and CROs use an internal system created by their organization for budget negotiation, **69%** indicated that “if their study budget, build and amendment process was more efficient, their organization would be able to deliver new drugs and treatments to market faster”

### Patient Engagement

- **60%** of sponsors and CROs measure the impact of patient engagement services through increased patient retention
- **95%** of sponsors and CROs agree that providing technology solutions for patient engagement in clinical trials can positively impact recruitment and retention
- CROs place priority on the patient experience:
  - **89%** of CROs agree that their organization has a strategy and solutions in place to deliver clinical trial patient engagement services for both in-person and hybrid visits (vs. 70% of sponsors)
  - **75%** of CROs agree that offering mobile tech to clinical trial participants so they can access study information is a priority for their organization (vs. 60% of sponsors)

## Patient Logistics

- Travel disruption is top of mind:
  - **57%** of sponsors / CROs are concerned about the current disruption in the global travel industry and the potential impact on clinical trial participants
  - **52%** of sites say that arranging for transportation and managing the logistics of patients coming for study visits takes away from patient care and other site operations

## Diversity

- **84%** of sponsors and CROs say that it is a goal to increase diversity of underrepresented populations among clinical trial participants
- In the US, **71%** have an action plan in place to meet the FDA guidance which requires sponsors to show operational measures which are to be used to enroll and retain underrepresented racial and ethnic participants in trials/studies

## Supporting Sites through Payments

- Sponsors, CROs, and sites agree that the **most important activity** that sponsors and CROs can do to enhance relationships with sites in 2022 is to streamline site payments and invoicing
- **82%** of sites say that delays in site payments from study sponsors have a negative impact on their business operations
- **85%** of sites would prefer to work with a sponsor or CRO who invests in tech that alleviates their challenges re: invoice creation, distribution, reconciliation

## Site Resources and Operations

- Sites (**62%**), sponsors (**66%**) and CROs (**83%**) agree that hiring and retaining employees has been a global challenge for this year
- **75%** of U.S. based sites believe that taxation on clinical trial stipends should be eliminated or increased to \$1000 or more

## Future State

- The **number one** thing that makes sponsors and CROs most optimistic about working in this field today is new technology solutions available to improve study operations
- The **top area of improvement** needed cited by sponsors and cros is “simplifying the patient experience”
- **75%** of sponsors and CROs agree that their organization prioritizes working with solution providers who are experienced in integrating with other eClinical solutions and offer resources dedicated to facilitating the integration process



Greenphire is the leader in global clinical trial financial process automation. Greenphire's best-in-class solutions optimize clinical trial performance by streamlining payment and logistical workflows from sponsors and CROs to sites and patients. Greenphire's EnvisiX, eClinicalGPS, ClinCard and ConneX solutions easily handle any type of trial design and complexity, resulting in more accurate and compliant payments and simplified travel globally for both sites and patients. The choice of industry leaders worldwide, Greenphire provides better performance and better data, resulting in better trials. Learn more at [www.greenphire.com](http://www.greenphire.com).