

Recruit

Clinical trial recruitment embedded
in the GP clinical system



Clinical trials offer vital opportunities to improve healthcare, but the challenge of recruiting eligible patients on time can risk delays to the development of new treatments and therapies.

As custodians of rich, coded, cradle-to-grave patient data, primary care has huge potential to transform clinical trial recruitment. As the number one GP system supplier in the UK, our software is at the fingertips of primary care clinicians daily.

Identify quality candidates using patient health data

Our Recruit solution is enabling GP practice teams to support fast, efficient and diverse patient recruitment for clinical trials with ease from within their clinical system.

Prebuilt complex searches against trusted electronic health record (EHR) data enable primary care teams to surface patients from their area who meet your eligibility criteria, identifying high-quality candidates earlier in the recruitment process.

In just a few clicks, GP practices can invite candidates to register their interest, and inbuilt remuneration compensates them for their time. Recruit is fast and flexible, with rapid set-up, adjustable cohorts and scalable engagement programmes to match screening capacity.

Key benefits:



Recruit from a wide and diverse patient population via our extensive GP network



Identify high quality candidates using complex searches against rich, coded patient health data



Fast and flexible with quick setup, adjustable cohorts and scalable engagement programmes to match screening capacity

Email uk.info@optum.com to find out more.