



Everest Group Clinical Trial Patient Engagement Products Trailblazer Assessment 2024

Focus on YPrime
September 2024



Background of the research

In the dynamic field of life sciences clinical development, patient engagement has emerged as a critical driver of innovation and success. As clinical research evolves, integrating patient perspectives and active participation has become a transformative force, significantly enhancing the quality and relevance of clinical trials.

This report delves into the pivotal role of patient engagement within the context of clinical development, underscoring its importance in shaping the future of medical research and treatment. Effective patient engagement throughout the clinical trial process, from study design and recruitment to data collection and dissemination of results, ensures that trials are more patient-centric, efficient, and likely to yield meaningful insights.

Patient engagement in clinical development is not merely a regulatory requirement but a strategic imperative. Patients who are engaged are more likely to participate in clinical trials and remain committed throughout the study, thereby reducing dropout rates and accelerating the research timeline. By involving patients in the design and conduct of trials, researchers can collect more relevant data that better reflects real-world experiences and outcomes.

Transparent communication and active involvement of patients foster trust and build stronger relationships between researchers, sponsors, and patient communities. Furthermore, trials designed with patient input are more likely to meet regulatory expectations and produce results that are highly valued by healthcare providers and patients, facilitating smoother market access.

The full report will explore practical strategies for incorporating patient engagement into clinical development, from leveraging digital tools and platforms to creating patient advisory boards and using patient-reported outcomes. We will also examine case studies and best practices that illustrate the tangible benefits of patient-centric approaches.

In the quest to develop new therapies and treatments, the voice of the patient is indispensable. Embracing a patient-centered paradigm drives more effective, ethical, and responsive clinical research, ultimately leading to breakthroughs that significantly improve patient lives. This report aims to illustrate how we can transform clinical development through the power of patient engagement, paving the way for a more inclusive and impactful future in life sciences.

Scope of this report

Geography: global

Industry: life sciences

Services: patient engagement

Use cases: 6 leading start-ups in the patient engagement industry

Introduction and overview

Everest Group recently concluded its [Clinical Trial Patient Engagement Trailblazer Assessment 2024](#), wherein we assessed start-ups that provide clinical trial patient engagement solutions, offering insights into capabilities, market impact, and the evolving landscape

Based on the analysis, **YPrime was named a Trailblazer**. This document highlights **YPrime's** experience and capabilities in the clinical trial patient engagement market.

Buyers can use the full report to identify and evaluate leading start-ups in clinical trials patient engagement space. It helps them understand the vendors' relative strengths and gaps. However, it is also important to note that while the report is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements and match them against vendor capability for an ideal fit

Everest Group's view of patient engagement products capabilities

 Scope of assessment

Platform/product modules

Patient onboarding

- Automated patient forms (Auto-populating patient data)
- Interactive content (pre-engagement)
- Appointment scheduling (visit schedules, visit information)
- Patient payment support

> Patient communication and education

- Multimedia content for patient education
- Gamified personalized progress meter
- Automated task lists
- Downloadable reports for various modules and health information

> Patient adherence

- Reminders and notifications through application alerts
- Information on pharmacies and care coordinators (Home nursing)
- Adherence reports indicating patient compliance

> Patient feedback

- Incorporating patient feedback through interactive surveys
- Ticket generation & query resolution mechanism (Chatbots, and other support channels)
- Redressal report showcasing patient satisfaction levels

Multilingual functionalities

Patient data capture

Analytics & reporting

Patient engagement analytics	Patient retention & dropout analytics	Key risk indicators, quality tolerance limits	Dashboard showcasing patient journey	Business intelligence
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Data governance, privacy, and security

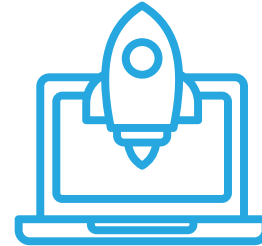
User access management	Data encryption	Compliance (HIPPA, GDPR, ISO, CDISC, etc.)	Backup and recovery	Authentication	Audit and traceability
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Note: The platform modules included in the scope of the research provide an indicative list of features and functionalities to be considered during the evaluation of the platform. While there may not be a single solution offering all these capabilities, they can be integrated across different products in the overall platform

After a detailed assessment of 44 start-ups, 30 emerged as having a high potential



Based on the assessment framework and after an in-depth dimensional analysis, we identified six of the shortlisted 30 high-potential start-ups as trailblazers



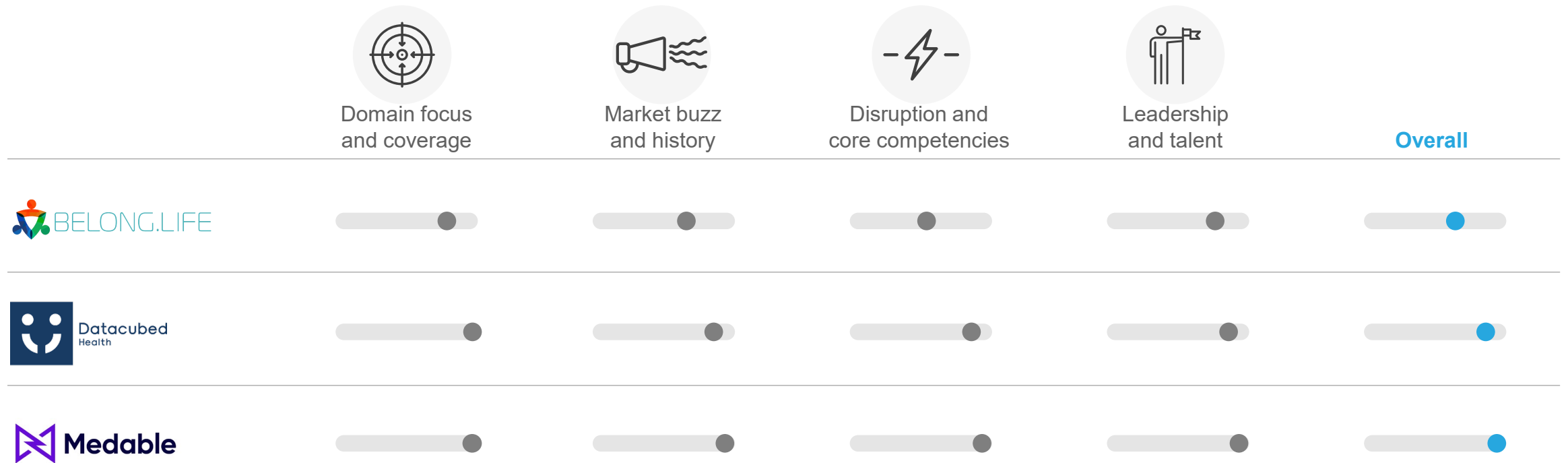
Six start-ups identified as trailblazers



Patient engagement trailblazers – leaderboard (page 1 of 2)

Evaluation of the shortlisted start-ups (listed in alphabetical order)

Low  High 

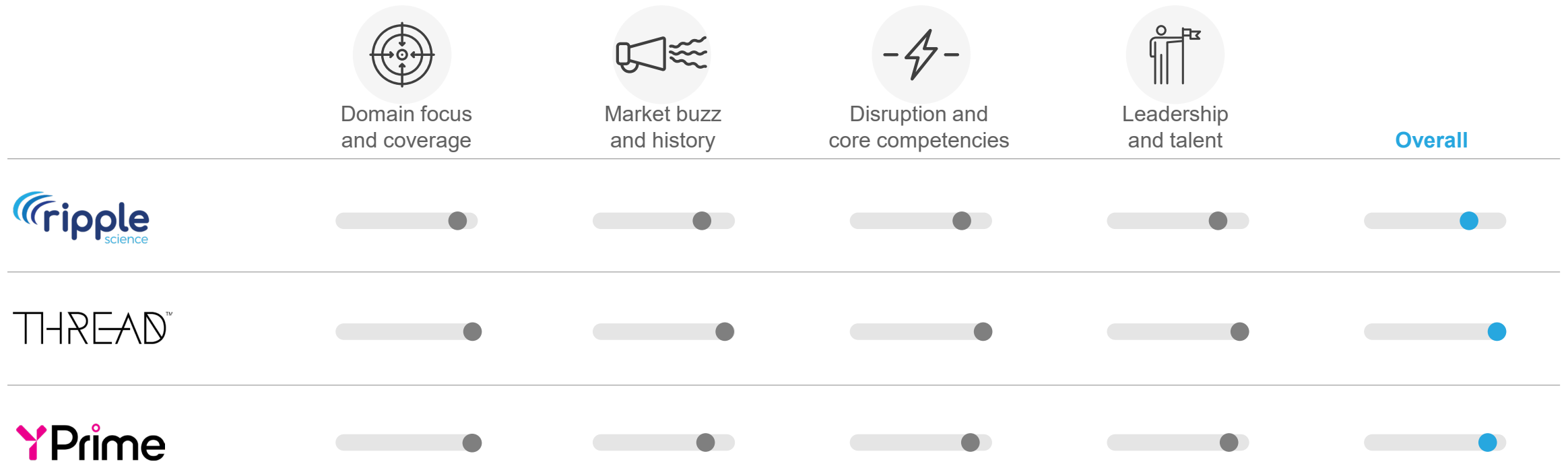


Note: All the ratings are relative to the shortlisted trailblazers
Source: Everest Group (2024)

Patient engagement trailblazers – leaderboard (page 2 of 2)

Evaluation of the shortlisted start-ups (listed in alphabetical order)

Low High



Note: All the ratings are relative to the shortlisted trailblazers
 Source: Everest Group (2024)

YPrime

Provides a platform that aims to advance science and health by simplifying clinical trials through faster eCOA and IRT start times, and offers patient engagement solutions to improve retention through the delivery of personalized and predictive experiences

Company overview

- YPrime streamlines the clinical trial journey with a configurable platform designed for providing faster Interactive Response Technology (IRT) start times and electronic Clinical Outcome Assessment (eCOA) launch times. The company aims to advance healthcare by simplifying clinical trials from trial design to data lock
- YPrime's eClinical platform includes the following solutions – eCOA, IRT, eConsent, and patient engagement, along with consulting services

Fact sheet

Year of incorporation	2006
Key executives	<ul style="list-style-type: none"> • Jim Corrigan, Chief Executive Officer • Mohan Ganesan, Chief Financial Officer • Alison O'Neill, Chief Operating Officer • Lindsay Daniel, Chief Human Resources Officer • Steve Begley, Chief Compliance Officer • Drew Bustos, Chief Marketing Officer • Michael Hughes, Chief Product Officer • Mark Maietta, President and Chief Commercial Officer • David Wallace, Chief Technology Officer • Shawn Blackburn, President, YPrime Labs
Headquarters	Malvern, Pennsylvania
Number of employees	201-500
Investor confidence	Not publicly disclosed

Source: Everest Group (2024)

Domain focus	★ ★ ★ ★ ★
Market buzz and history	★ ★ ★ ★ ☆
Disruption and core competencies	★ ★ ★ ★ ☆
Leadership and talent	★ ★ ★ ★ ☆
Overall	★ ★ ★ ★ ☆

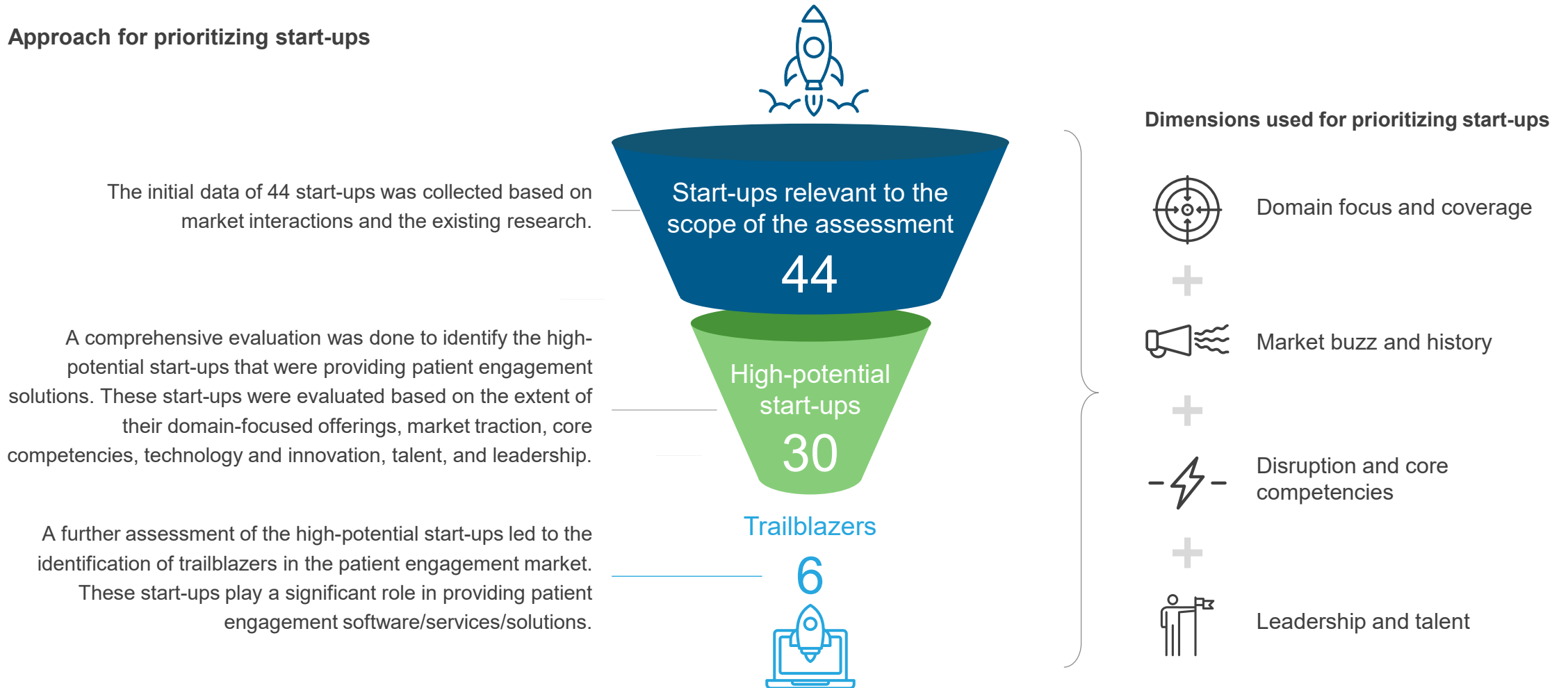
Patient engagement offerings

- YPrime eClinical platform helps to solve issues that sponsors face in clinical trials such as trial delays, protocol amendments, and data quality
- YPrime's patient-facing technology incorporates key engagement elements including user-friendly design, personalization, and behavioral science to drive engagement and protocol adherence
- YPrime eConsent platform streamlines informed consent in global clinical trials, ensuring compliance and ease for patients and sites
- YPrime's eCOA platform supports sponsors with faster implementation of protocol amendments and less time spent on User Acceptance Testing (UAT)
- Consulting services support data standardization, management, monitoring, and statistical support services
- Beyond patient engagement, YPrime also provides Interactive Response Technology (IRT) for patient randomization and trial supply management. Key configurability features empower sponsors to modify text fields, change demographic questions, add/remove visits, revise dispensations, add new cohorts, and more

Appendix

Everest Group analyzed 44 start-ups on key dimensions to shortlist the top six trailblazers in the patient engagement market

Approach for prioritizing start-ups



We assessed the start-ups based on their domain focus, market buzz, technology, and human capital



Domain focus and coverage

- Does the start-up have significant experience in serving the patient engagement market and is it a patient engagement dedicated firm?
- Are the start-up's offerings in line with the current trends in the patient engagement industry?
- What is the start-up's vision, and does the strategy it adopts align with the current industry requirements?



Market buzz and history

- How is the investor confidence?
- What is the start-up's client mix? Does it have a diverse mix of clients in the life sciences industry?
- What kinds of awards and recognitions has the start-up received?



Disruption and core competencies

- To what extent has the start-up created new/innovative solutions or software offerings in the patient engagement market?
- What is the impact of the solution provided?
- How technologically sophisticated is the solution?
- What is the start-up's partnership ecosystem?



Leadership and talent

- How large and geographically diverse is the workforce?
- How strong and relevant is the leadership cohort (in terms of patient engagement and from a technology experience standpoint)?
- What are the start-up's recent hiring trends?

FAQs

Does the assessment incorporate any subjective criteria?

Everest Group's assessment adopts an unbiased and fact-based approach (leveraging service provider/technology vendor inputs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated/fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

Does the evaluation criteria change over a period of time?

Trailblazer assessments are designed to serve enterprises' present and future needs. Given the dynamic nature of the global technology services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve enterprises future expectations

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