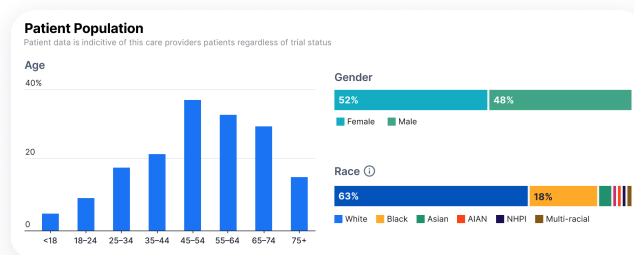
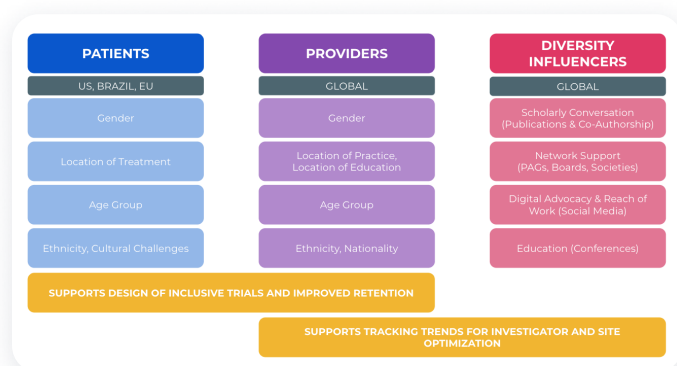


## Accessing diverse Patient Populations through Clinical Trial Diversity and Inclusion Data

H1 helps to analyse PIs, sites and regions with diverse patient populations for upcoming clinical trials

An H1 client was struggling to find new potential Primary Investigators and clinical trial sites in specific regions. Their primary goal was to find HCPs with the right experience levels, and with access to diverse patient populations in immunology for an upcoming clinical trial. This client had already exhausted their internal resources, but did not have any information supporting their diversity needs. They wanted to understand if any of their internally identified investigators and sites had access to a diverse patient population, while also attempting to discover if there were other people or sites matching their criteria of which they were currently unaware.



**H1 Diversity and Inclusion data provided a market analysis resulting in a 60% increase in profiled people and institutions.**

**"H1 helped us recognize the institutions and HCPs that had the exact mix of experience we were looking to understand"**

To help facilitate those needs, H1 partnered with Black In Immuno, an HCP network aimed at increasing the prevalence of HCPs of color within the Immunology space, to help provide self-identified D&I and experience information from providers. H1 then leveraged these relationships to increase the awareness and engagement of the client with these HCPs by 125% over their previous engagement.