

# Carebox Connect Analytics

Get the actionable insights you need to optimize marketing spend and improve patient-centric operations.

## The Challenge

You're investing in a range of tactics to reach the patient populations you and your research sites need for successful clinical trial outcomes. But "impressions and clicks" reports don't help you understand the quality of the populations you are reaching, the effectiveness of the handoffs and process, and how to correlate spending / effort with outcomes.

## How It Works

- 1 Track every activity of patients, families, and caregivers from initial lead generation through enrollment or other reported outcome, throughout their journey.
- 2 Segment all patient populations, activity, and outcomes by market campaign / inquiry source.
- 3 Mine data for actionable improvements in site selection, patient recruitment operations, and marketing spend.
- 4 Integrate data feeds with broader analytics agendas and platforms in your organization.

### Highlights



Integration with commercial tag managers and analytics solutions.



All data segmented by marketing campaign / source, trials, geographies, time periods, and more.



Continuous tracking of hundreds of event types across every platform capability and service.



Reports, dashboards, and data feeds into your data lakes / analytics frameworks.



# Carebox has engaged, matched and referred patients to clinical trials for over 20 years.

## 2M+

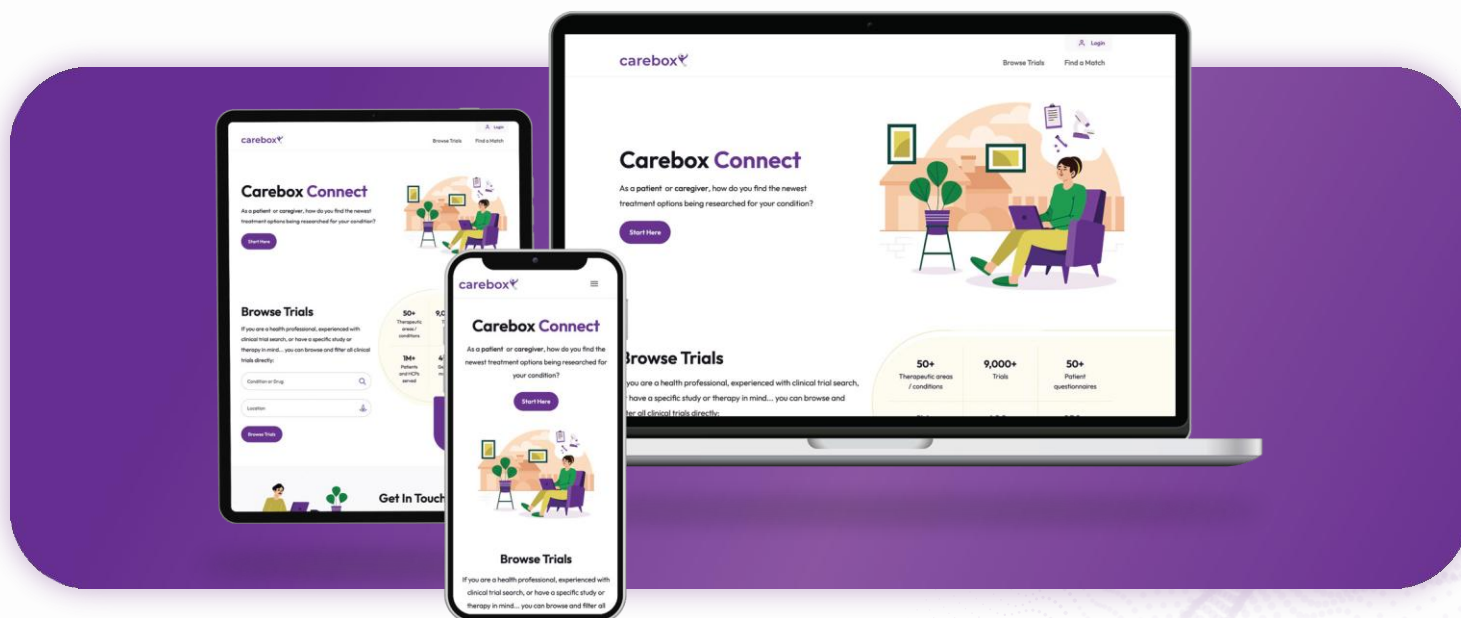
patients, caregivers, and health professionals have used our matching solution to find treatment options in clinical trials.

## 250K+

patients, caregivers & health professionals have engaged with our clinical trial navigator call center agents.

## 300+

biotech, pharma, medical centers, advocacy organizations, etc. have implemented the Carebox Connect platform.



## Carebox Connect Solutions

Serving over two million patients and doctors, Carebox Connect powers clinical trial patient engagement, matching/pre-screening, and site referrals for leading pharma companies, research centers, and patient advocacy groups. With unique capabilities available from no other service or platform, scalability from single studies to full portfolios of hundreds of trials, and a wide range of deployment models – there's a Carebox Connect solution for you!

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