Trially

Case Study: ClinTrial Research (CTR)

How Trially AI Feasibility Analytics Helped CTR Win $4M in Study Revenue

CTR



Background:

About ClinTrial Research

ClinTrial Research (CTR) is a next-generation site management organization (SMO) operating across 11 sites with a growing footprint in psychiatry, pulmonology, ophthalmology, and internal medicine. With a mission to set new standards of excellence in clinical trial management, CTR has embraced AI as a strategic pillar in accelerating timelines, improving data quality, and delivering greater value to sponsors.

"Our mission at CTR is to build the premier, next-generation site management organization"

"Our partnership with Trially aligns perfectly with our commitment to using AI-driven data analytics and high-precision patient identification to accelerate clinical trial timelines."

Sam Searcy, Chief Commercial Officer at ClinTrial Research

The Problem:

Estimations Weren't Enough

CTR, like many site networks, faced increasing pressure to deliver accurate feasibility assessments that could stand up to sponsor scrutiny. Traditional methods—based on historical assumptions or manual chart reviews—were time-consuming and often imprecise. At the same time, screen failure rates and advertising costs continued to rise, eroding both timelines and budgets.

CTR needed a better way to:

- Instantly assess protocol fit across their vast population of 1 million patients
- Deliver hard feasibility numbers to sponsors—backed by data, not guesswork
- Reduce screen failures and eliminate external advertising
- Differentiate themselves from legacy site networks

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The Solution:

Trially AI Feasibility

CTR implemented Trially AI across 6 of its core sites, integrating with EMR systems including Athena, I-Med, and Tri-Med. The platform allowed CTR to run live, criteria-based queries on their patient population—returning exact patient counts for protocol-specific eligibility in seconds.

Operational edge through AI

CTR's early adoption of AI tools like Trially has positioned them ahead of legacy networks—enabling smarter, faster, and more credible trial delivery.

"Trially AI Feasibility has helped us win multiple sponsor studies by instantly proving eligibility across our vast patient database"

Sam Searcy, COO at ClinTrial Research



The Results:

High Precision, High Impact

30
bids with exact counts

CTR has used Trially to run eligibility queries for 30 sponsor protocols, delivering exact patient counts for each in real-time.

~$4M
in study revenue

Total awarded value of trials where CTR used Trially on the feasibility/patient id.

50%
reduction in screen failure rates

Most studies now averaging ~20% screen failure rate or less—a major improvement over the industry average of ~50% (for ads).

$0
on ad spend

By relying exclusively on EMR data and provider referrals, CTR has eliminated external recruitment costs, maximizing site efficiency and profit margins

Looking Ahead

With Margo AI prescreening agent launching soon, CTR plans to further increase site efficiency while maintaining existing staff levels. As sponsor expectations rise, CTR sees high-precision AI as a foundational pillar of their strategy—not just a tool, but a competitive advantage.

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