Sciteline

Empowering patients.
Transforming research.

Sciteline Insights brings you a monthly snapshot of new tools, proven impact and practical lessons to help clinical teams work smarter and accelerate progress.

Live Recruitment Metrics Matter

AUGUST INSIGHTS

IN THIS ISSUE

- **Last month's recruitment feature recap + new blog**
- **Part 2 of our recruitment insights series: From research interest to participation**
- **Introducing OntarioStudies Connect: sign up for updates + upcoming info sessions**
- **Our latest public engagement series**
- **Where to connect with us this fall**

FEATURE RECAP:

Understand Demand Before Recruitment Begins

Recruitment doesn't start when someone enrolls. It starts much earlier—with people searching for information, exploring research opportunities, and showing interest in studies.

Last month, our Feature Spotlight explored how understanding **pre-recruitment demand** can give research organizations valuable insight before formal recruitment begins. Sciteline can help make existing studies more discoverable while providing visibility into:

- What people are searching for
- Which studies and therapeutic areas attract the most interest
- Where potential gaps may exist between demand and available research opportunities
- How interest changes over time

These early signals can help research organizations better understand the landscape and make more informed decisions about recruitment opportunities—with minimal additional lift for individual research teams.

Better recruitment starts with understanding demand.

🔄 **Deep Dive:** Read more about this on our latest blog, ***Measuring the Pre-Recruitment Funnel***

Read the Full Blog

FEATURE SPOTLIGHT:

From Interest to Participation

This month, we're continuing our recruitment insights series by looking at what happens after someone discovers a study that may be relevant to them.

Sciteline helps organizations understand how participants move from discovery to action, including:

- Which studies are prompting people to take the next step
- How many visitors start and complete contact or pre-screening processes
- Where potential participants may be dropping off
- How engagement and convenience differ across studies
- How recruitment patterns change over time

Illustrative example: *The metrics shown are sample data to demonstrate the types of insights available through Sciteline's platform. They do not represent actual user or study data.*

By connecting these stages of the participant journey, research organizations can move beyond simply measuring traffic or enrollment and better understand **where recruitment is working, where barriers may exist, and where the participant experience could be improved.**

As more recruitment workflows are activated, these insights become increasingly valuable — helping teams identify opportunities to strengthen study outreach, improve conversion, and make it easier for interested participants to move toward participation.

Understanding demand tells you what people are looking for. Understanding the journey tells you what happens next.

🔜 **COMING SOON:** *We'll go into more detail on the interest-to-participation journey in our upcoming blog.*

Learn How This Works

Clinical trial recruitment often starts with awareness — and with making research easier to understand and talk about.

On Instagram, we've been looking at the clinical trial ads people may encounter online: what information to look for, what questions to ask, and how different recruitment messages can shape first impressions of research.

Follow along and share the series to help bring clinical research into more everyday conversations.

Check out our new series!

INTRODUCING

OntarioStudies Connect

ONTARIO STUDIES CONNECT
powered by Sciteline

What we've been referring to as Ontario's clinical research initiative now has a name: **OntarioStudies Connect.**

The initiative is bringing together research organizations and partners across Ontario to support greater visibility, access, and participation in clinical research.

Upcoming info sessions will be announced shortly, with opportunities to learn more about the initiative and how to get involved.

Sign up for updates

UPCOMING EVENTS

Sciteline will be heading out on the road again this fall, supporting the research community both in person and through sponsorships ▶. If you'll be attending, we look forward to connecting.

BIOPORT ATLANTIC

▶ **Life Sciences Nova Scotia**
BioPort Atlantic 2025 | 25th Anniversary Conference
September 22-24, 2025
Halifax, Nova Scotia

ACT

▶ **35th Annual ACT Meeting**
September 24-25
Edmonton, Alberta

Next Great Big Ideas
September 28-29, 2025
Burlington, Ontario

LSO

LSO Cross Province Road Trip 2026
September 29 - October 2, 2025
Barrie, ON (virtual)
Mississauga, ON (in person + virtual)
London, ON (virtual)
Kingston, ON (in person + virtual)
Hamilton, ON (virtual)

Digital Health Canada

Digital Health Canada Atlantic Region Conference + MeetUp
October 7, 2025
Halifax, Nova Scotia

UHN

▶ **UHN Canadian Cancer Immunotherapy Consortium (CCIC) Annual Meeting**
October 21-22, 2025
Toronto, Ontario

▶ **UHN Collaborative Centre for Immunology to Immunotherapy (CCI) Symposium**
October 23, 2025
Toronto, ON

CAN HEALTH NETWORK

CAN Health Network Annual Conference
October 27-28, 2025
Toronto, Ontario

Help Shape What's Next

We're always looking for feedback from research teams on the tools and insights that would make the biggest difference in their day-to-day work.

We'd love to hear your thoughts.

Let's Connect

Sciteline

Sciteline, 2 Bloor Street East, 4th Floor, Toronto, Ontario M4W 1A8, Canada

Unsubscribe Manage preferences