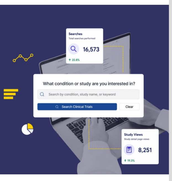
Sciteline

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.

Understanding Research Participation

JULY INSIGHTS



Research Momentum in Nova Scotia

Nova Scotia's clinical trial participant platform has reached an important milestone: 100,000 visits.

This growth reflects increasing public interest in clinical research and demonstrates what can happen when research participation becomes easier to discover and access. While many factors contribute to greater engagement, recent efforts to modernize participant consent and improve the research experience are helping create a stronger foundation for public participation.

For research organizations across Canada, this is an encouraging reminder that improving the participant journey is also about reducing friction, building trust, and making clinical research easier to understand and join.

As provinces continue investing in research infrastructure, milestones like this show the value of combining policy improvements with digital tools that connect people to opportunities.

FEATURE SPOTLIGHT:

Understand Demand Before Recruitment Begins

Every participant's journey begins long before enrollment — and there is a lot we can learn from what happens before someone ever contacts a study team.

In this two-part Feature Spotlight series, we're looking at how data across the recruitment journey can help research organizations better understand both **what people are looking for** and **what happens when that interest turns into action**.

We're starting at the beginning: **understanding demand before formal recruitment begins.**

What are people searching for? Which studies are generating interest? Where might demand exist without enough research opportunities?

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

Sciteline provides visibility into how people discover, search for, and engage with clinical research opportunities.

Simply making existing studies discoverable can begin generating valuable insights into:

- Public interest and search trends
- Studies and therapeutic areas attracting the most attention
- Potential gaps between what people are looking for and the research opportunities available
- How interest changes over time

And these early insights can be generated with minimal to no additional lift for individual research teams.

Better recruitment starts with understanding demand.

Next month: We'll look at what happens when interest turns into action — from study engagement and contact through to pre-screening — and what those patterns can tell us about the recruitment journey.

At the Bioscience Association Manitoba AI Summit

Sciteline CTO Alfred Wong shared how AI can support better research experiences — from making study information easier for people to understand, to reducing administrative work for research teams and helping bring new, validated capabilities to them faster.

The goal: give researchers more time to focus on participants, without compromising the rigor clinical research requires.

Continuing the Conversation: Turning AI into Practical Impact

Following the presentation at the Bioscience Association Manitoba AI Summit, Alfred Wong shares how responsible AI adoption starts with solving real problems—not simply adopting new technology.

Discover how Sciteline is using AI to improve research experiences, accelerate innovation, and reduce administrative burden while maintaining the rigor clinical research demands.

Read the Full Blog

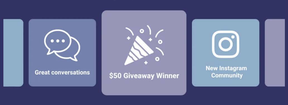
Sciteline

Follow along with Ontario's Clinical Trial Infrastructure Initiative

Receive updates on initiative milestones, institutional participation opportunities, and ecosystem developments across Ontario.

JOIN THE INITIATIVE NETWORK

Thank you, eHealth 2026!



Thank you to everyone we connected with in Halifax and from across Canada at e-Health 2026 — and to those who joined us in launching the new Sciteline Instagram account.

Congratulations to our e-Health giveaway winner, who received a $50 Canadian Tire gift card!

Follow Sciteline on Instagram for more clinical research conversations, updates from across Canada, event highlights, and future opportunities to participate.

Check Out Our Instagram

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.

Interested in the analytics or AI capabilities featured in this issue? We'd love to hear your thoughts.

Let's Connect

Sciteline

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