

Speed, scale, and adherence

A results-focused look at cardiometabolic trials at Medable

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The current landscape of cardiometabolic studies

Much like patients on a journey towards better health, the cardiometabolic space has undergone a significant transformation over the last few years.

What was already a competitive therapeutic area became one of the most intensely contested in the industry as GLP-1 therapies rewrote the commercial landscape almost overnight, drawing in new entrants, accelerating existing pipelines, and raising the stakes for every sponsor seeking to move their metabolic program forward.

That transformation created real operational challenges for clinical teams. Speed has always mattered in drug development, but now with more volume than ever before it means the difference between leading a market and following the market leader. Additionally, these stakes can quickly compound when a single molecule has the ability to support multiple indications. Every week saved on one study doesn't just accelerate that trial; it compounds across the label expansions behind it, which means proving efficacy faster across a broader indication set isn't a nice-to-have, it's how you capture the full value of a molecule before competitors do. That kind of speed, repeated across a growing portfolio, isn't something manual processes and one-off study builds can deliver — it takes a real system built for it. Consistency has always been good organizational practice, but across portfolios that have grown from one study to five to ten, it's now become the foundation that makes scale possible at all. Lastly, patient engagement, which was never easy to get right in long-duration trials, has become a genuine determinant of data quality, not just a participant experience consideration.

However, the debatably more complex challenge is what happens when a program starts to grow. A single study often becomes a portfolio, which turns into a master protocol with multiple sub-studies across dozens of countries. Each new program needs to move quickly, but also consistently. Cardiometabolic programs need to be consistent in how data is collected, how sites are trained, and in how the patient experience is designed. Inconsistency at scale creates data variability, compliance risk, and the kind of rework that quietly eats months off a program timeline.

Lastly, there's patient engagement, where every dropout is harder to replace than it used to be. Weight management and diabetes trials run for years, asking participants to report symptoms, log medications, and stay engaged with a clinical app through the ordinary rhythms of daily life. This challenge is sharper than it used to be with so many cardiometabolic trials competing for the same pool of eligible participants, and washout periods that make replacing a dropout costly in both time and money. Within this context, this means that patient engagement is often the difference between hitting enrollment targets and falling behind.

Additionally, adherence in this context only succeeds when organizations engineer it through thoughtful design, smart reminders, and a participant experience that respects how people actually live.

Technology built specifically to meet the pressure

These three pressures, speed to first patient, portfolio consistency, and low-friction patient engagement, are what we've organized Medable's cardiometabolic offering around. These were chosen not because they're the most interesting problems to solve technically, but because they're the ones that determine whether a program hits its milestones, scales appropriately, and maximizes its potential, or whether it doesn't.

On the speed side, the platform is built to compress the distance between protocol and go-live as aggressively as possible. AI-assisted study builds, parallel translation workflows, and reusable asset libraries mean that a first study can go live one to two weeks (often with a one-day user acceptance testing), and subsequent studies in the same portfolio can go live even faster by leveraging the frameworks, configurations, and components already built for the program.

Medable has both a translated certified asset catalog in addition to its AI assisted translations. This changes the equation in go-live, enabling us to cut as many as 10 to 20 weeks off country-level timelines.

On consistency, the model is built around the idea that operational investment in the first study should pay dividends across every study that follows. Sponsors who establish their standard with Medable (their preferred instruments, configurations, and workflows) create a reusable foundation that subsequent programs can adapt rather than rebuild. That consistency shows up not just in efficiency metrics but in data quality, site familiarity, and the kind of audit-readiness that becomes increasingly important as programs move toward submission.

On patient engagement, the platform delivers eCOA, eConsent, TeleVisit, and participant support in a single BYOD-friendly app designed to fit into real life rather than demand accommodation to it. Across global enterprise studies in this space, Medable has consistently delivered >95% participant adherence, with some studies going as high as 97% within long-term settings.

These are numbers that reflect not just technology but the deliberate design choices behind how reminders, branching logic, and the overall participant experience are built.

Underlying all of it is an agentic AI layer that works alongside clinical teams rather than replacing them, arriving right when it's needed. eCOA efficiencies solved part of the equation. Agentic AI is what lets teams turn that foundation into faster, more efficient, higher-quality execution at the pace cardiometabolic trials now demand. These studies aren't small. They're bigger than oncology, though not at vaccine scale, which means hitting enrollment targets fast requires real help. The eTMF agent automates high-volume document filing and the clinical monitoring agent surfaces site signals, enrollment trends, and compliance risks early, while processing the volume of data these larger cohorts generate.

Cardiometabolic studies also generate an enormous amount of data given their size and duration, and that volume is exactly where Medable's data dashboards and agentic capabilities earn their keep, turning what would otherwise be an overwhelming stream of information into something clinical teams can actually act on. That improved visibility can translate directly into earlier treatment and study decisions, catching signals sooner rather than after they've already affected outcomes. That matters especially with GLP-1 therapies, where side effects can emerge quickly, and catching them early is often what keeps a study on course rather than derailing it. All this gives CRAs real-time visibility without drowning them in manual review. The result is a human-in-the-loop model where teams retain control and AI handles volume.

The cardiometabolic space isn't going to slow down. The programs are getting more complex, the portfolios are getting larger, and the pressure to move faster without sacrificing quality isn't going away. What we've built is a platform, and a way of partnering with clients, that's designed to meet that moment.

Proof that accelerates progress

The six case studies that follow are drawn from that work.

- An enrollment campaign that screened over 1,000 patients in under six weeks.
- A top-10 pharma company that needed to cut study startup time in half.
- A first patient in date beaten by six weeks by taking eCOA off the critical path entirely.
- A CRO partnership that reduced setup time by 50% across a growing portfolio.
- A Phase III diabetes trial that achieved database lock ahead of schedule.
- A weight management master protocol that expanded from five sub-studies to ten without starting over.

Each story is different, yet the underlying challenge in all of them is the same one facing every sponsor in cardiometabolic right now: how to move faster, scale smarter, and keep patients at the center of it all.



Case study

Accelerating CRO study deployment at scale

Medable platform solutions used: eCOA+, Medable platform, provisioned devices

Therapeutic area: Diabetes, weight loss

Partner overview

A top-3 contract research organization (CRO) global pharmaceutical company and a top-10 pharmaceutical company partnered with Medable to help accelerate the speed, scale, and standardization of their eCOA trials.

The two organizations had been hampered by lengthy configuration timelines, inconsistent designs across studies, and siloed processes between sponsors and their CRO partners.

Key outcomes and insights

By centralizing the sponsor's preferred instruments and configurations into a reusable digital library, Medable enabled the CRO to rapidly accelerate its portfolio development and initiate new studies without starting them "from scratch."

Reduced setup time by up to

50%

across new studies

CRO Partner

- Faster first patient in (FPI) and ability to manage multiple trials simultaneously without adding operational overhead

Sponsor Partner

- Accelerated delivery of the clinical portfolio across global programs, enabling the achievement of aggressive milestones on time and at scale

Medable solution

Medable, a leader in digital and decentralized trial technology, sought to change the partnership's capabilities by offering a scalable, standardized eCOA deployment model that leveraged the following capabilities of its platform. This included:

Medable Studio: Self-serve and hybrid workspace for CROs to build, test, and iterate studies rapidly

AI & agentic support: Automation of compliance workflows, translation management, and study planning

Single workspace, single sign-on: Unified digital environment that reduces manual coordination across teams

Additionally, the CRO leveraged Medable's tools, training, and transparent pricing to stand out in bid defenses and secure repeat business. By combining digital innovation with operational alignment, the partnership enabled faster, scalable delivery without compromising quality, consistency, or the patient and site experience.

Medable differentiators

Parallel study builds

Medable's templated approach allowed multiple study teams to configure eCOA solutions in tandem, using shared libraries and standardized workflows. This led to several successes:

- Multiple trials launched within weeks of each other, timelines that were previously unfeasible due to limited resources
- Accelerated timelines without compromising quality or compliance
- Optimized use of internal delivery teams, avoiding resource burnout and last-minute escalations

CRO gained

An increased throughput by eliminating bottlenecks from sequential builds. Medable's modular framework enabled parallel workstreams, reduced cycle times, and scaled delivery without additional headcount.

Sponsor gained

A faster, scalable trial execution with consistent delivery and a patient- and site-centric approach, driving operational efficiency and reducing start-up delays.

Real-time collaborative design reviews

Previously, design reviews required multiple stakeholder meetings spread over a 3-week period per study. By implementing standardized configurations and reusable templates, the review process was condensed into just two focused working sessions. This led to several successes:

- Saved weeks on project timelines
- Enabled live feedback and updates during the first KOM (Kick-Off Meeting)
- Streamlined UAT with zero critical or major findings
- Promoted a co-creation model with cross-functional alignment

CRO gained

A faster design sign-off, fewer rework cycles, and reduced hours and resource utilization.

Sponsor gained

Improved governance, fewer activation delays, and increased transparency throughout the process.

Portfolio-wide consistency

Regardless of whether the eCOA solution was built by the CRO, Medable, or a hybrid team, the use of standardized reusable libraries ensured a harmonized look and feel across the sponsor's entire portfolio. This led to several successes:

- Reduced compliance risk and data variability
- Elevated site and patient experience through familiar, intuitive interfaces
- Accelerated study readiness by eliminating design inconsistencies

CRO gained

Clear implementation guardrails minimized ambiguity and rework, while reducing training time across teams resulting in enhanced visibility and control

Sponsor gained

Higher data quality, faster onboarding, and a seamless, unified experience for site and patient users across all studies

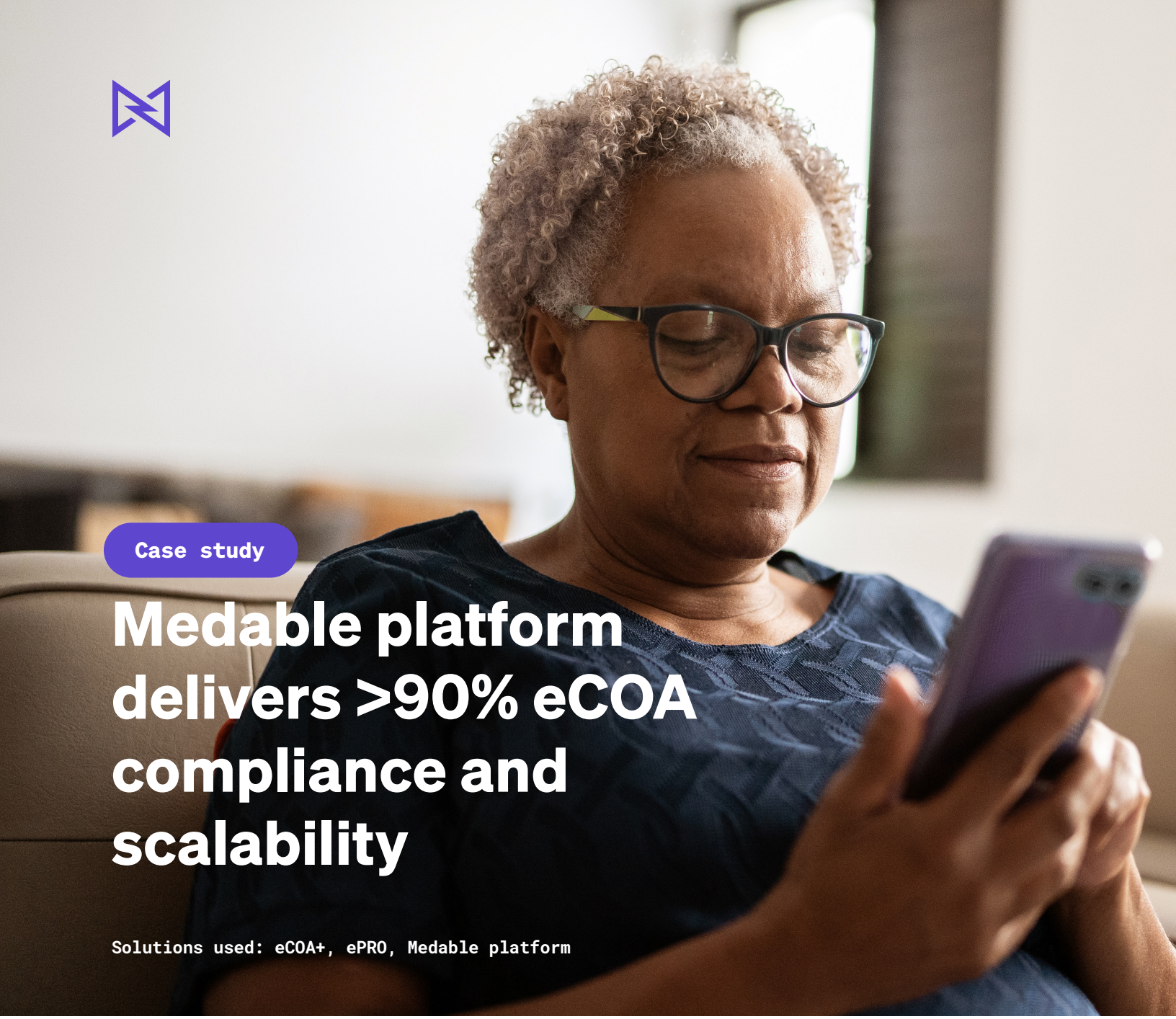


Conclusion: A New Standard in eCOA Delivery

This three-way partnership between Medable, the CRO, and the sponsor proved that speed, quality, and patient-centricity can go hand in hand. With a shared digital foundation and standardized workflows, the teams operated as one—accelerating timelines and ensuring consistency at scale.

What was once a bottleneck became a competitive advantage, delivering a seamless, intuitive experience for both patients and sites. This model sets a new benchmark for how sponsors and CROs can collaborate: faster, smarter, and with the patient at the center.

> **You are one of the best eCOA vendors managing our studies. Thank you!**
>
> Top 5 CRO



Case study

Medable platform delivers >90% eCOA compliance and scalability

Solutions used: eCOA+, ePRO, Medable platform

A top-10 American pharmaceutical company came to Medable looking to conduct an extensive weight management master protocol clinical trial with multiple sub-studies across 70+ research sites.

The client was concerned about the participant experience, as the trial required participants to enroll through the master protocol before enrolling into a sub-study. Additionally, they wanted to reuse and scale the solution for future trials without compromising the site and patient experience.

Medable's solution

Medable and the client worked together to build trial processes around Medable's technology.

Key elements that drove success were:

- Active collaboration between Medable and client eCOA and ClinOps teams to design the optimal solution utilizing Medable's platform and eCOA capabilities
- Medable's Site and Patient success teams provided sites with comprehensive hands-on training, live demos, and videos to facilitate Site readiness
- Visually aligning Medable eCOA solution to trial materials for a cohesive patient experience
- Automated reminders and participant support resources to drive patient compliance



Key outcomes and insights

The unified app suite achieved remarkable compliance rates across the master protocol and sub-studies.

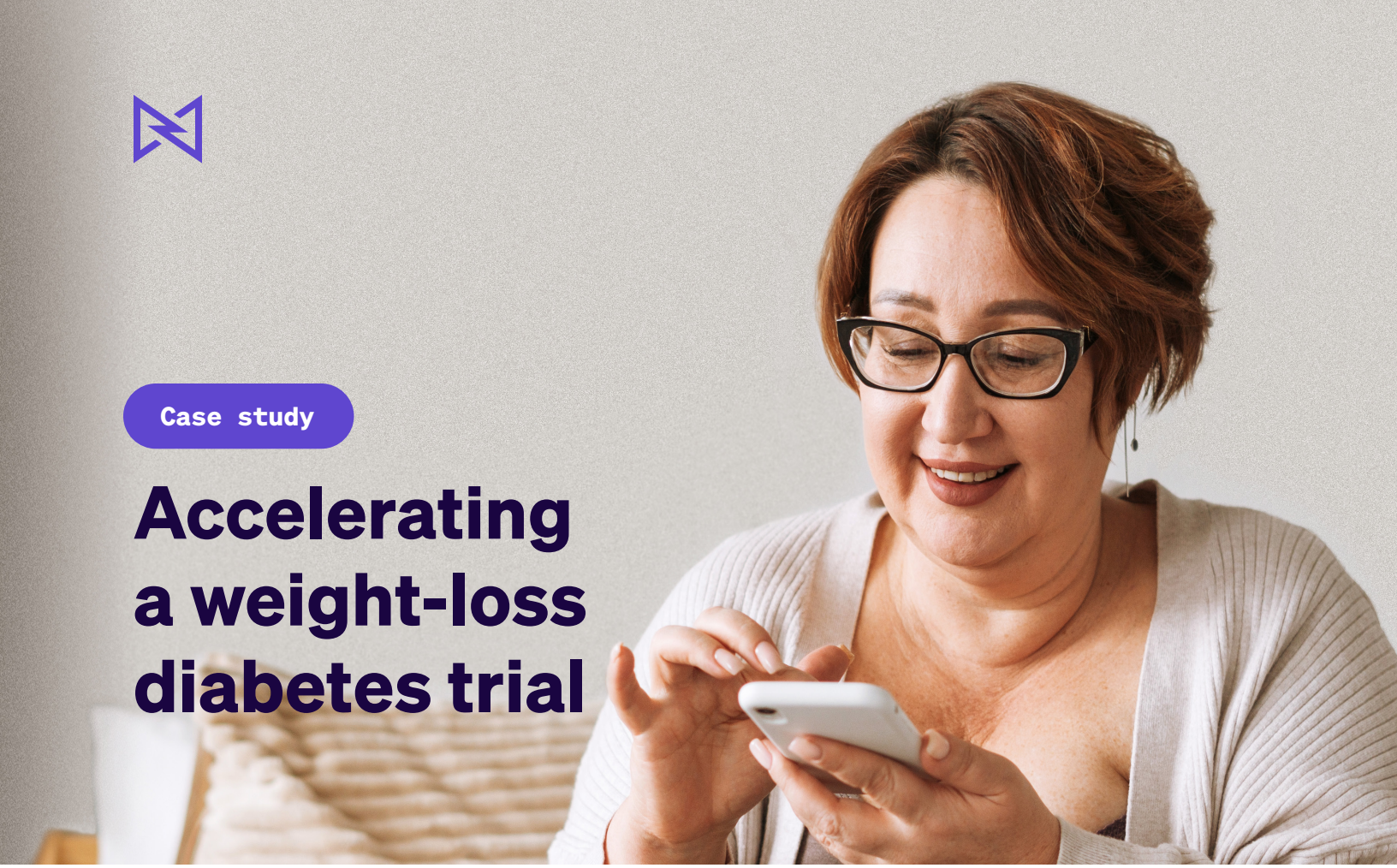
- Patient compliance on diaries and questionnaires fell just shy of 100%
- Site compliance on assessment and eligibility tasks exceeded 90%.

Among the more than 70 activated sites, user satisfaction was high.

Additionally, the client achieved its scalability goal, later expanding the number of sub-studies from five to ten due to the platform's flexible design.

Conclusion

The partnership between Medable and its client shows how innovative trial design paired with the right technology can drastically improve clinical trial operations, create a seamless experience for participants and sites, and drive high compliance rates.



Case study

Accelerating a weight-loss diabetes trial

Client overview

A top 10 pharmaceutical company approached Medable seeking support for their Phase III diabetes study in the highly competitive weight loss market. Their primary goal was to reduce the client's average study build timelines from 16-20 weeks, down to just 8 weeks, a reduction of more than 50%.

Client Challenge

The client faces intense competition in the highly-publicized weight loss market and wants to increase speed to market.

Medable's Solution

Medable and the client's teams analyzed existing startup processes, identified where technology and process refinement could create efficiencies, and created new core startup standards for the trial.

From there, the teams worked together to implement the capabilities of the Medable platform in screening, data collection, eCOAs, and more.

Additionally, Medable provided system integration, implementation, product configuration, change management, maintenance, and support as needed.

Key insights and outcomes

Medable's platform enabled the client to meet their goal of reducing study startup time to just 8 weeks. The entire study was built in a remarkable 8 weeks, from protocol finalization to go-live.

Enhanced efficiency and communication

Both sites and study teams reported increased efficiency and reduced back-and-forth communication, thanks to the streamlined processes and technology standards provided by Medable.

Competitive edge in the chronic weight management market

With accelerated timelines, the client gained a competitive edge in the highly competitive chronic weight management market. The client was able to continue the development and testing of their weight loss drug and respond to market demands quickly.

Reusable core processes

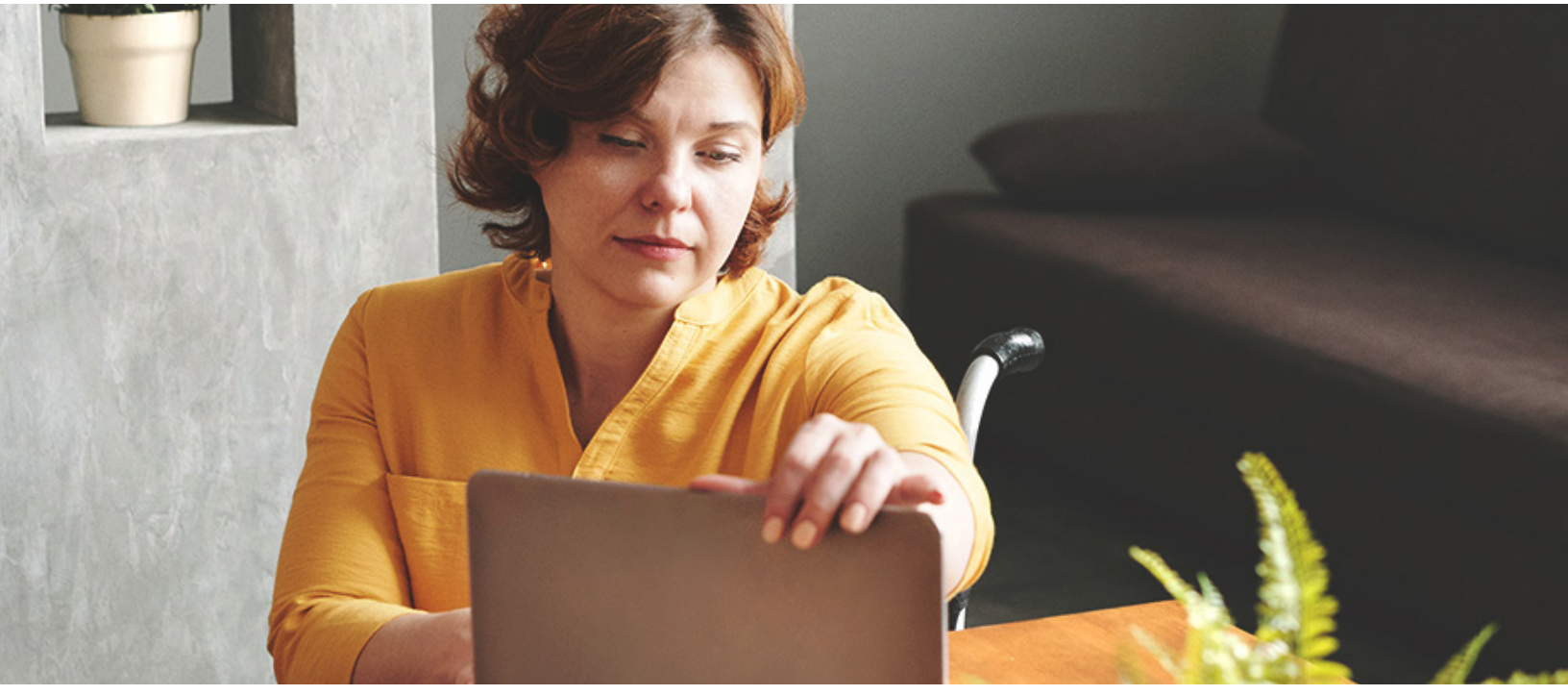
The Medable platform provided reusable core processes and technology standards, paving the way for faster study startup periods in future diabetes trials.

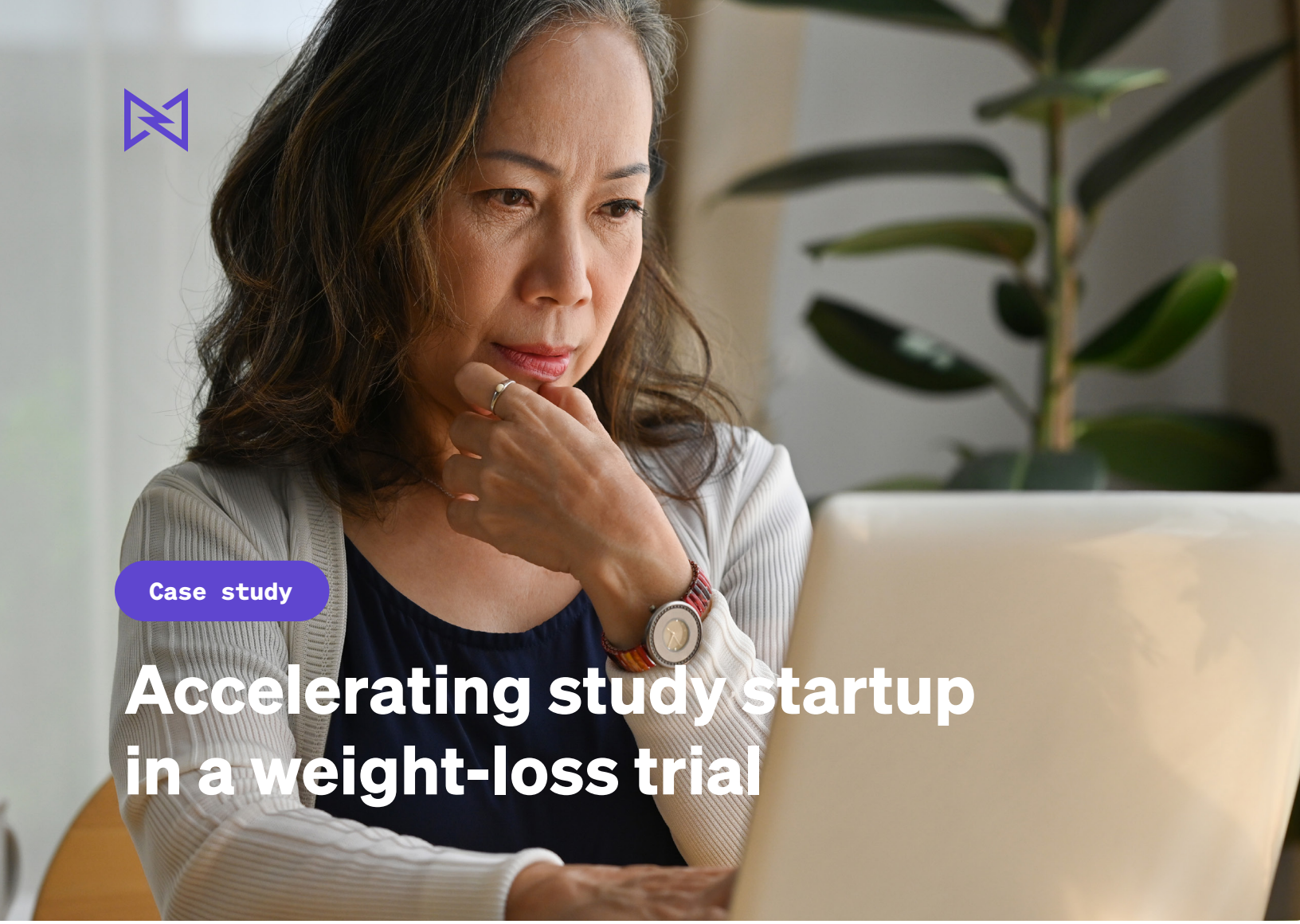
Conclusion:

Medable's patient-focused solution proved pivotal in the success of a top 10 pharma company's Phase III diabetes study launch.

The platform facilitated swift enrollment, reduced study startup time significantly, and enhanced communication and efficiency for both sites and study teams.

With Medable's support, the client achieved their goal of developing a weight loss drug and was better equipped to handle the competitive weight loss market. Moving forward, the client can rely on the reusable core processes and technology standards to expedite future diabetes trials.





Case study

Accelerating study startup in a weight-loss trial

Client overview

A top 10 pharmaceutical company approached Medable seeking support for their Phase III diabetes study. Their primary goal was to reduce the participant enrollment phase timeline to get the study underway as quickly as possible.

Client Challenge

The client faces intense competition in the highly-publicized weight loss market and wanted to enroll patients faster than any previous trial they had conducted.

Medable's Solution

Working together, Medable and the client's teams analyzed existing startup processes, identified where technology and process refinement could create efficiencies, and created new patient screening processes and standards for the trial.

Key insights and outcomes

The diabetes study achieved record-breaking enrollment speed, becoming the fastest-enrolling study in the client's history. In fact, over 1,000 patients were screened and 700 patients enrolled in just under 6 weeks.

Enhanced efficiency and communication
Both sites and study teams reported increased efficiency and reduced back-and-forth communication, thanks to the streamlined processes and technology standards provided by Medable.

Competitive edge in the chronic weight management market

With accelerated timelines, the client gained a competitive edge in the highly competitive chronic weight management market. The client was able to continue the development and testing of their weight loss drug and respond to market demands quickly.

Reusable core processes

The Medable platform provided reusable core processes and technology standards, paving the way for faster study startup periods in future diabetes trials.

Conclusion:

Medable's patient-focused solution proved to be pivotal in the success of a top 10 pharma company's Phase III diabetes study launch.

The platform facilitated swift enrollment, helping screen patients faster than ever before and leading the client towards their fastest enrollment ever.

With Medable's support, the client achieved their goal of developing a weight loss drug and was better equipped to handle the competitive weight loss market. Moving forward, the client can rely on the reusable core processes and technology standards to expedite future enrollment.





Case study

Setting a new client standard in study closeout timelines

Medable platform solutions used: eCOA+, Medable platform, provisioned devices

Therapeutic area: Diabetes, weight loss

A top-10 global pharmaceutical company partnered with Medable for their pivotal Phase III diabetes study in the highly competitive market.

Recognizing the inefficiencies in traditional study delivery and closeout processes, the company leveraged Medable's expertise to accelerate timelines, enhance operational efficiency, and achieve a faster time to market for this high-profile therapy.

Key outcomes and insights

- Achieved **database lock and press release in just two weeks,** setting a new standard for efficiency in competitive therapeutic areas.
- **95% participant data compliance** across the study.
- **85% of participants completed** the study.
- **An exceptionally rapid recruitment** process fostered by Medable's eCOA solution which contributed to an accelerated study timeline.
- **Redefined the study closeout process for Phase III trials,** fostering confidence in digital solutions, improved data compliance, and a faster path to commercialization.

We successfully completed database lock ahead of schedule! Thanks for your dedication, support, and collaboration for accelerating our study closeout process...

Associate Director, top 10 pharmaceutical company



Medable's solution

Medable and the client's teams analyzed existing startup processes, identified where technology and process refinement could create efficiencies, and created partnership standards to drive the study.



Rapid resolution

Medable partnered directly with study teams to address data queries proactively before the database lock.



Enhanced support

Provided comprehensive CRA & site support with live 1:1 sessions, proactive site outreach, and dedicated office hours.



Optimized processes

Implemented reusable core processes and technology standards that could be applied to future trials.



Comprehensive training

Delivered customized training sessions to ensure all team members were prepared for efficient closeout procedures.



Seamless execution

Ensured alignment between global and local teams, avoiding last-minute complications and empowering teams with direct communication and support.



Experience improvements

We considered feedback from study teams, sites, principal investigators, and clinical research associates (CRAs) to create a truly efficient solution.

Conclusion

According to the client, Medable set "a new standard for efficiency" during the study closeout process using a tailored, collaborative technological approach that both saved time and accelerated the path to market for this therapy.



The cross-functional problem solving to address challenges through the course of the trial drove a level of quality that the entire team should take pride in.

Executive Director, top 10 pharmaceutical company

Medable

You can learn more about Medable's successes in cardiometabolic trials at Medable.com