

SOLUTIONS OVERVIEW

Decision-Grade Evidence for Treatments

For researchers looking for the complete treatment story – not fragments of it.



PicnicResearch delivers decision-grade evidence on your timeline, reaching the full treatment population through multi-channel recruitment strategies, including specialty pharmacies and patient support programs. For every enrolled patient, our patient-mediated platform captures the complete longitudinal treatment journey across all care settings and providers, producing evidence that reflects how patients actually experience treatment.

Answer the Questions That Matter Most

Our platform answers today's complex evidence needs about:

- ✓ Long-term real-world safety and effectiveness
- ✓ Treatment patterns, drug utilization, and adherence
- ✓ Discontinuation drivers and reasons for switching
- ✓ Treatment burden and tolerability
- ✓ Patient experience and quality of life
- ✓ Post-marketing commitments and label expansion

Accelerated Enrollment Embedded Along the Patient Journey

Faster enrollment starts with reaching the right patients at the right time. In addition to multichannel digital outreach and patient community partnerships, PicnicResearch enrolls patients through specialty pharmacies (SP) and manufacturer-sponsored patient support programs (PSP).

■ 72%

of treatment studies enroll on time or faster than enrollment forecast

■ 98%

patient retention year-over-year

■ 30–50%

more cost-effective than site-based models

■ 75+

publications supported

■ 15 of the top 20

Trusted by 15 of the top 20 life sciences companies

These channels enable us to reach patients at or near therapy initiation for accelerated enrollment, accurate exposure capture, and complete longitudinal follow-up.

- Patients who learn about a study from a trusted source are 2–3x more likely to consider participation
- SP and PSP partnerships accelerate site setup and streamline onboarding for new sponsors



Designed Around Your Objectives

PicnicResearch captures multimodal data that static claims or EHR datasets can't provide, generating stronger evidence about how a drug performs in the real world.



Precision by Design — Protocol and data collection tailored to your scientific, regulatory, and commercial objectives



Built to Adapt — Flexible data model that accommodates emerging research questions without costly protocol amendments



Strategic Asset — Longitudinal, living data asset that supports multiple phases of the product lifecycle, from natural history characterization through post-approval commitments



Enhanced Visibility — Select study variables are visible in real-time in our sponsor portal, with additional visualizations available at data delivery

Patient-Mediated, Multimodal Data Collection

Our approach starts with a direct relationship to study participants, removing the reliance on sites and enabling patients to participate from anywhere and data to be retrieved from everywhere. The result is more accurate research and decision-making, informed by a comprehensive, longitudinal capture of each patient's complete medical history.

■ Consent & Right of Access

Patients consent directly and authorize access to their medical records across all providers

■ Continuous Record Collection

As patients see providers, data is continuously collected

■ Record Retrieval

Complete retrospective records across all care sites are retrieved, averaging 5–7+ years of history per patient

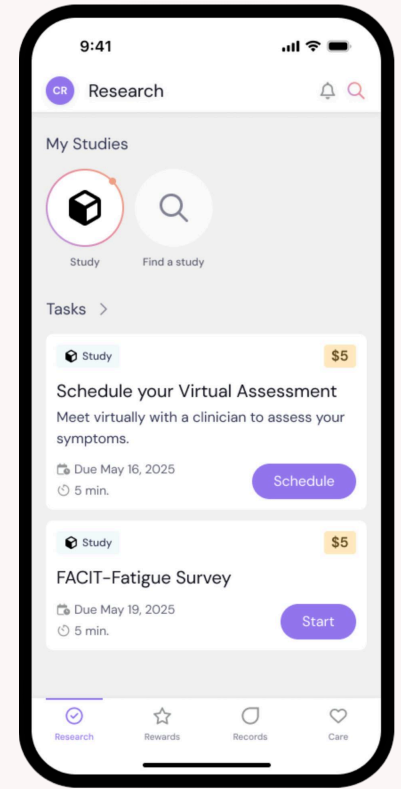
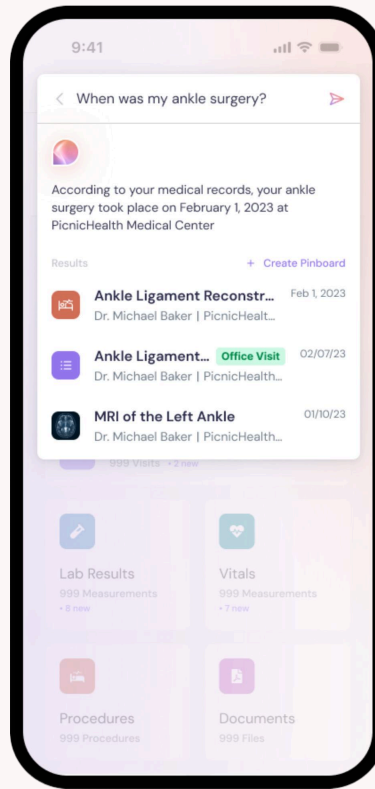
■ Patient-Generated Data

Patient-generated data like ePROs, surveys, telehealth visits, and connected devices can be added to deepen analysis of the patient experience

PicnicResearch's Patient App

As a study participant, patients can complete study activities, access their medical histories, and use tools that help them navigate their care from anywhere.

98%
patient retention
year-over-year



PicnicResearch vs. Traditional Approaches

	PicnicResearch	EHR/Claims Databases	Site-Based Registries
Fit-for-purpose study design	✓	✗	⊘
Longitudinal, cross-provider records	✓	⊘	⊘
Prospective follow-up	✓	✗	⊘
Patient-reported outcomes	✓	✗	⊘
Accelerated enrollment	✓	✗	✗
Community patient access	✓	⊘	⊘
Adaptable to new research questions	✓	⊘	✗
Long-term outcomes	✓	⊘	⊘

✓ Yes ✗ No ⊘ Incomplete/partial

The right decisions start with the right evidence partner. Contact us to discuss how PicnicResearch can generate decision-grade evidence for your program.

[Contact Us](#)

