The Medidata Diversity Program

The industry's most holistic solution to increasing clinical trial diversity

Increase clinical trial diversity with the Medidata Diversity Program by addressing the trial, patient, and healthcare system barriers that limit participation of diverse populations.

Customized to fit each company's distinct requirements, this program integrates data-driven site selection, pre- and post-trial engagement tools, insights from patient advocates, and a site network equipped with Medidata's DCT technologies to support diversity before, during, and after your trial. This comprehensive approach ensures that pharmaceutical companies and CROs not only boost trial diversity but also streamline trial processes, elevate patient experiences, and meet regulatory standards.

Learn more

The Medidata Diversity Program increases clinical trial diversity through:

Intelligent Trials

Data-driven site selection for faster, more diverse trials

Confidently select high-performing sites to meet diversity enrollment targets and enrollment timelines.

Patient Insights Board

Better-informed trial design with insights from patient advocates and experts

Create an experience designed for patients, by patients of diverse backgrounds.

myMedidata Registries

Pre-trial and post-trial engagement to create research-ready patients

Engage, educate, and empower all patients, before the trial begins and after the trial ends.

Circuit Clinical

A site network trained on Medidata's DCT technologies to expand access

Access traditional, hybrid, and DCT sites that are positioned and well-equipped to serve underrepresented populations.