

■ Build Clinical Trials on Real Patients, Not Assumptions.

Real-world data that helps commercial teams navigate evolving patient needs and market dynamics.

Every protocol decision carries risk. When assumptions about patients and sites are wrong, trials stall, costs rise, and timelines slip.

Clinical Operations teams today must:

- Design protocols that work in theory and in real-world practice.
- Improve representation so results reflect real patient populations.
- Navigate evolving FDA guidance and long approval timelines.
- Identify enough eligible patients and sites that can truly enroll.

Meet PurpleLab

Delivering the precise insights Clinical Operations teams need to design better protocols, find the right sites, and hit enrollment targets. Flexible access to enriched, patient-level data and analytics means your team can validate feasibility and strengthen trial design in the way that works best for your organization.



Trial Landscaping & Feasibility

Understand disease prevalence, treatment patterns, and patient journeys to inform smarter protocol design.



Site & Investigator Selection

Identify sites with the right patient mix, enrollment history, and therapeutic experience.



Find the Right Patients

Validate enrollment criteria, understand where your patients are, and identify operational risk before delays occur.



Evidence Generation

Support regulatory submissions with safety, efficacy, and cost-effectiveness analysis grounded in real-world data.

■ The PurpleLab Difference



See the Full Patient Picture

CLEAR Claims, Provider Data, and Referrals & Affiliations give you a complete, demographic-enriched view of patient populations across therapeutic areas and care settings. Your protocol is grounded in how patients actually present. Not how you assume they do.



Access the Data Your Way

Get claims and provider data delivered directly to your environment, let our expert analytics team handle feasibility and cohort analysis, or build and analyze patient populations on demand with Patient & Market Navigator.



Pressure-Test Before You Commit

Test enrollment criteria against real patient journeys using flexible time logic. Confirm whether your study can recruit as designed. Catch recruitment gaps before they become costly amendments.



Know Your Cohort Inside and Out

Compare patient populations to understand how changes in inclusion/exclusion criteria impact your addressable population. Visualize the most common comorbidities, procedures, and medications within your cohort automatically.



Sleep Better. Enroll Faster.

Know your enrollment targets are achievable before your study starts. Real patient and population data means fewer surprises, fewer amendments, and fewer conversations about why enrollment is behind.

Why PurpleLab?

Real patients are waiting. Your trials should be built around them. PurpleLab is a health-tech company driven by one clear philosophy: outcomes matter most. We help organizations drive decisive action based on precise insights from real-world data. That's what it means to build trials on real patients, not assumptions.

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Discover What's Possible.
[Request a meeting](#) with our team today.

