



WORKSHOP

Removing Readiness Friction to drive clinical trial success

Patients as Partners March 2026

Clinical Trials Don't Fail at Recruitment

They fail at readiness

- The industry has invested heavily in recruitment
- More trials are enrolling patients than ever before
- Yet participation and completion remain major challenges
- Many patients qualify but struggle to participate





Eligibility ≠ Readiness Consent ≠ Commitment Enrollment ≠ Completion

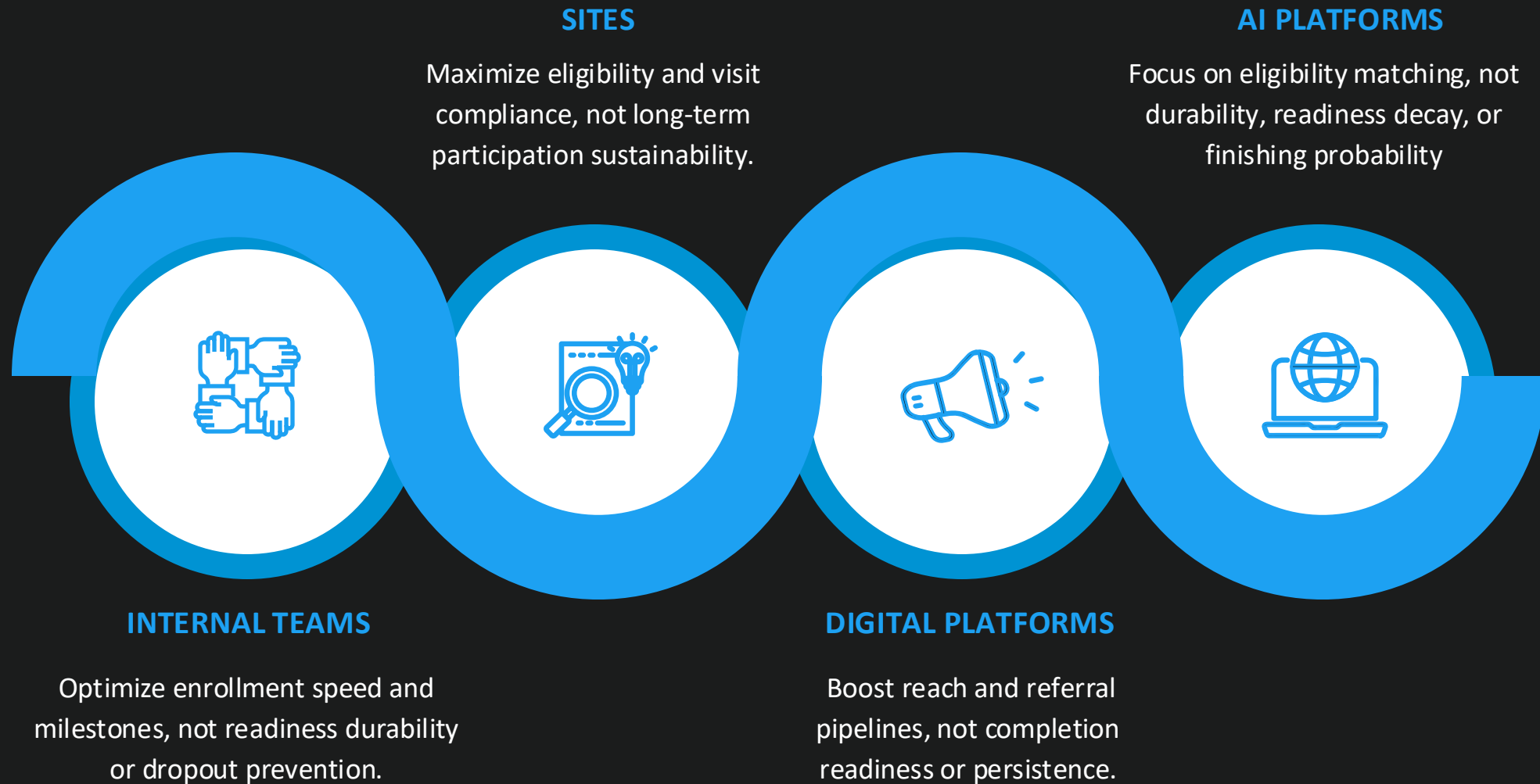


Many patients dropout because readiness is assumed

- These milestones signal progress in trials
- But they do not guarantee sustained participation
- Many barriers emerge before and after these points

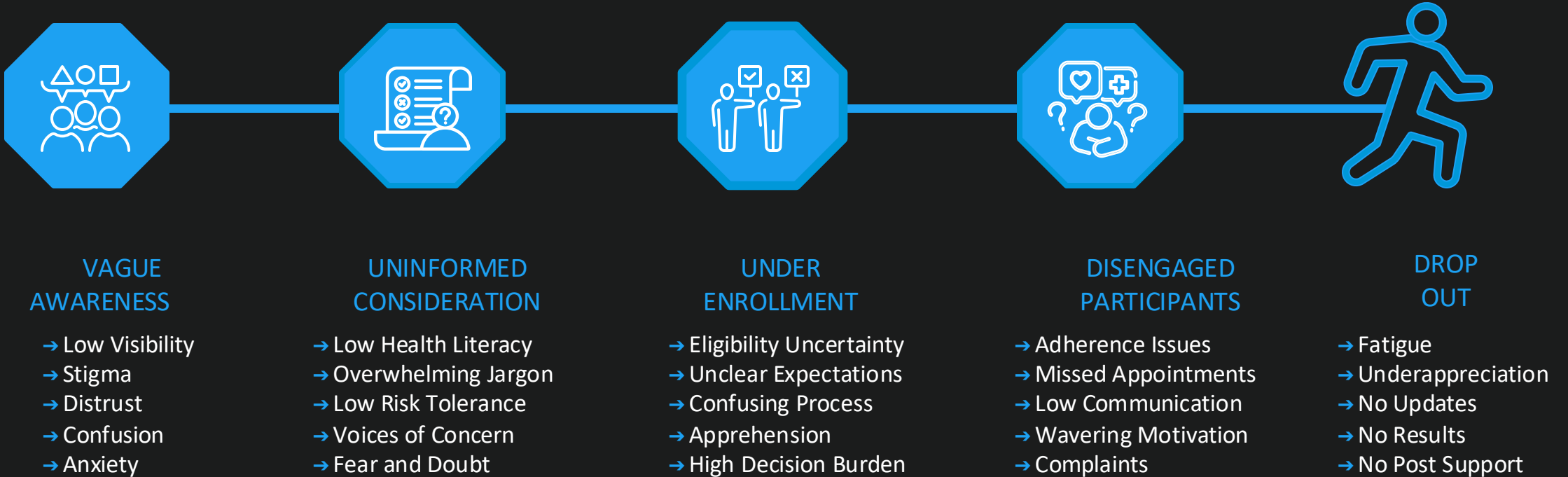
Current Approaches Don't Account for Readiness

As an industry, we optimize entry, not endurance



The Reality of Patient Participation

Patient experience friction across the entire journey



Exercise

Mapping Readiness Friction Across
the Patient Journey

Your goal:

- Identify the most common readiness barriers
- Discuss why they occur
- Share what patients need to move forward

Group 1

**Study Awareness and
Recruitment**

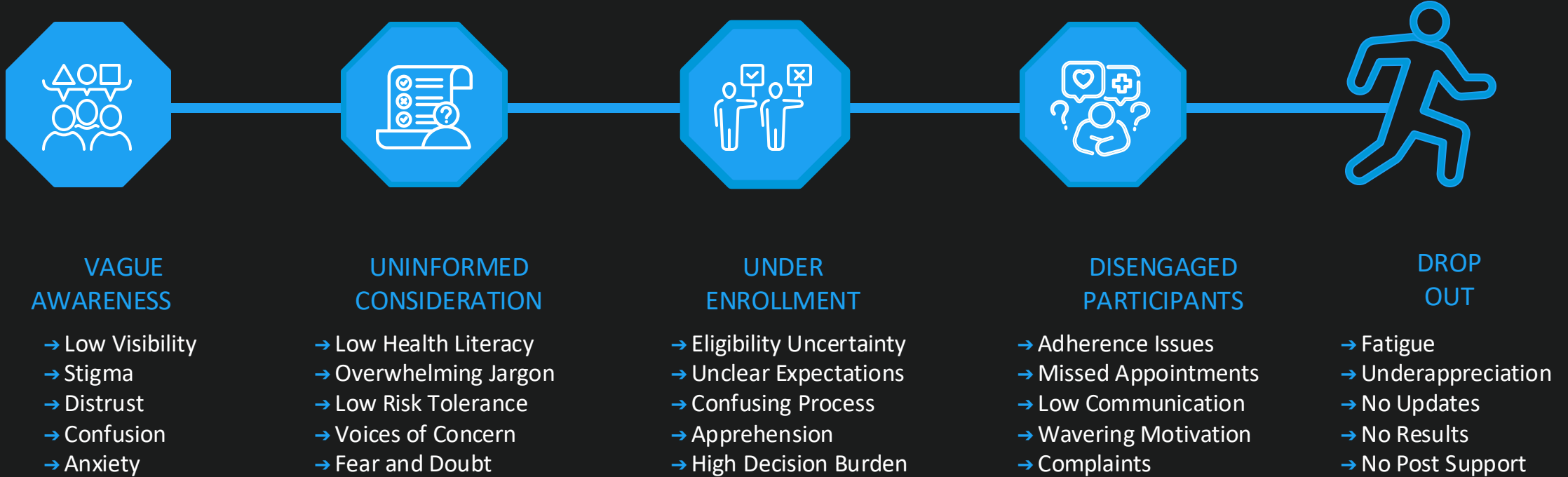
Group 2

Prescreening and Enrollment

Group 3

Participation and Completion

Breakout Session



Your goal:

- Identify the top 3 common readiness barriers
- Discuss why they occur
- Share what patients need to move forward

Let's get started!

- Identify a note taker
- Fill out the worksheet & we'll keep one from each group!

THANK YOU



Mackenzie McKinney
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For more information, reach out to:
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Jumo Health is a Patient Experience Organization (PXO) redefining how patients engage with clinical research. While the life sciences industry has long focused on recruitment and eligibility, we address a deeper, more persistent challenge: whether patients are truly prepared to participate and remain engaged once the realities of a clinical trial begin.

Purpose-built to govern patient readiness, Jumo Health integrates artificial intelligence, real-world data, and social determinants of health with behavioral science, health literacy, and human-centered design. The result is a readiness system that reduces friction, mitigates fear, and builds durable trust, particularly in complex studies with high emotional, cognitive, and logistical burden.

From first exposure through trial completion, we help patients and caregivers make informed participation decisions and sustain engagement over time. Supporting studies across 270 conditions in 90 languages for over 100 clients, Jumo Health partners with 17 of the world's top 25 life sciences companies to improve trial execution, expand access, and increase the likelihood that patients who enroll can complete.