RIGHT.

CASE STUDY

SOLVING THE FEASIBILITY GAP

How A Global CRO Used AI to Compress 6 Months of Site Selection into 26 Days

EXECUTIVE SUMMARY

A leading global CRO faced a familiar challenge: a highly complex oncology protocol, a tight timeline, and a target of 13 qualified research sites. What they got back was more than triple the goal in only 26 days.

By adopting AI-powered site selection and automated feasibility outreach, the CRO compressed a process that traditionally takes 3–6 months into less than one month, while simultaneously improving site quality and achieving an 89.5% engagement rate from contacted sites.

This is how they did it.

330%

SITES DELIVERED VS GOAL

The CRO needed 13 qualified sites. They received 43, without compromising quality or investigator fit.

26

DAYS TO COMPLETION

From initial kickoff to a finalized qualified site list, all completed in under a month.

43

QUALIFIED SITES FOUND

Engaged and interested in the protocol, ready to move forward.

89.5%

ENGAGEMENT RATE

Of contacted research sites responded to the outreach campaign in the defined timeline.

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THE CHALLENGE

The CRO's study team was staring down a Phase Ib/II first-in-human trial with narrow eligibility criteria, specialized site requirements, and pressure to move fast. Their traditional approach of manual outreach, consultant-led site identification, and spreadsheet tracking would take months they didn't have.

They needed a smarter way. Specifically, they needed:

> **"WE NEEDED 13 SITES. WE HAD MONTHS OF MANUAL WORK AHEAD OF US AND A PROTOCOL THAT WAS ANYTHING BUT SIMPLE."**

COMPLEX CAPABILITIES

Match sites capable of handling first-in-human study requirements, specialized assessments, and specific patient populations

SPECIALIZED EXPERTISE

Identify sites with proven experience in Phase I/II oncology trials and specific tumor types

GEOGRAPHIC COVERAGE

Ensure broad US coverage while prioritizing sites with strong track records

DECREASED COMPETITION

Deprioritize sites already running similar trials that would be competing for patients

HIGH ENGAGEMENT

Maximize early site interest and commitment to ensure adequate backup and rescue sites

QUALITY OVER QUANTITY

Deliver a curated, ranked list of genuinely interested sites rather than a large unqualified database

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THE SOLUTION

The CRO team turned to Ryght AI, a platform built on a global network of 60,000+ AI Site Twins, which are dynamic digital replicas of every clinical research site on the planet. They are continuously updated with real-time data on trial history, investigator expertise, facility capabilities, and competing trials from thousands of public, private, and proprietary data sources.

From that foundation, the team ran two capabilities in sequence: **Network Navigator** to first identify and rank the best-fit research sites for their protocol, and **Feasibility Accelerator** to automate outreach and drive responses at scale.

PHASE I: AI-POWERED SITE IDENTIFICATION

Ryght's **Network Navigator** processed the study protocol to identify and rank optimal research sites from a global network of 60,000+ AI Site Twins, digital models of clinical research sites updated with real-time data on facilities, past performance, and PI expertise.

01 INSTANT PROTOCOL EXTRACTION

Ryght's platform extracted key requirements from the protocol, including indication, phase, mechanism of action, eligibility criteria, required equipment and facilities, and special procedures.

02 AI SITE TWIN ANALYSIS

Ryght's AI analyzed comprehensive digital profiles of every research site in the world, including trial history (450K+ trials), investigator expertise (145K+ PIs), facility capabilities, regulatory history, and real-time competing trials.

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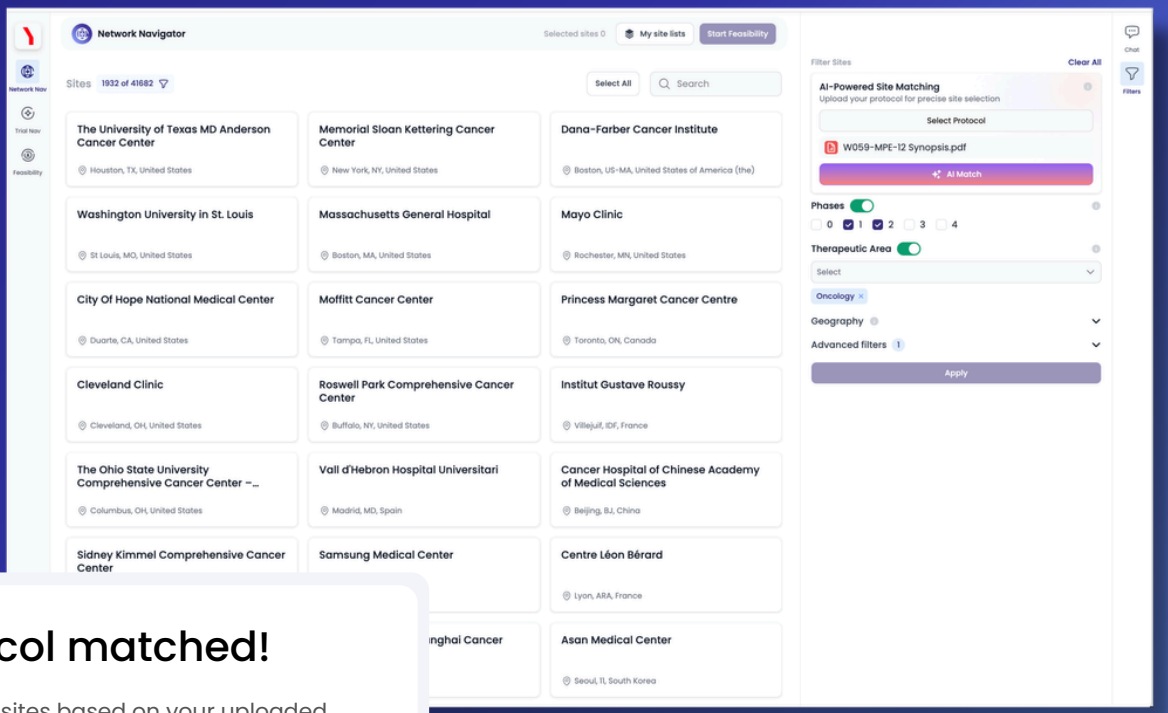

Protocol matched!

We've found 126 sites based on your uploaded protocol.

03 INTELLIGENT RANKING

Next, Ryght's platform applied a proprietary ranking algorithm, which tailors the weights of each factor (site expertise in HCC/oncology, patient population demographics, historical performance, geographic distribution, enrollment competition, and more) to the complex protocol and needs of the CRO.

04 DEIVERY OF TIERED SITE LIST

Ryght's platform then delivered a ranked list with Tier 1 (top 10%) and Tier 2 (next 20%) sites optimized for the specific protocol requirements.

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PHASE II: AUTOMATED SITE ENGAGEMENT

Following site identification, Ryght's **Feasibility Accelerator** took over the entire feasibility process, automating an intelligent multi-channel outreach campaign that included contact validation and response management at a speed and scale no manual workflow can match.

01 CONTACT DISCOVERY

Ryght's contact agent scoured thousands of data sources to surface the highest-priority principal investigators at each site, and then validated every contact through bounce testing, achieving a bounce rate under 2%.

02 PERSONALIZED OUTREACH

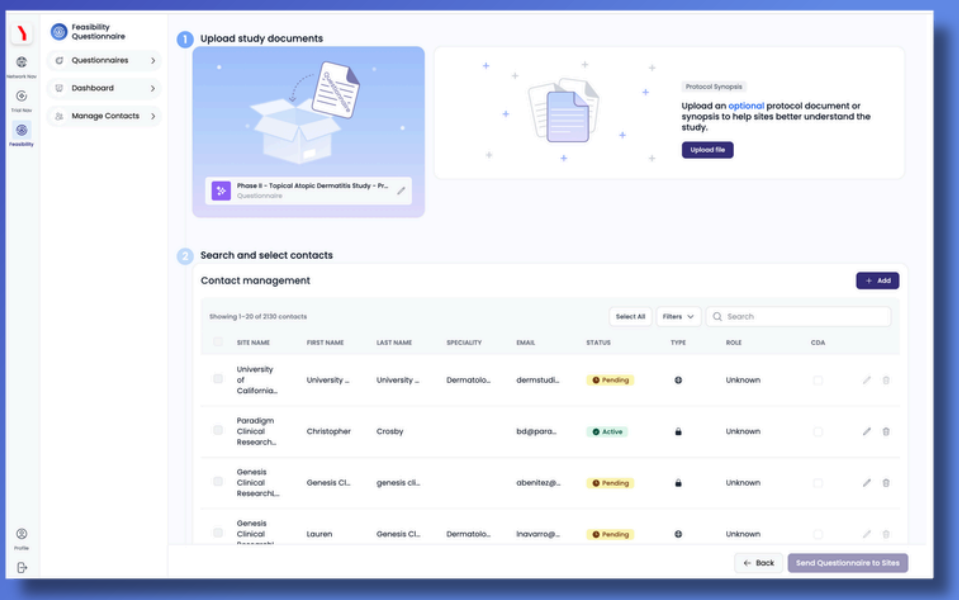
AI-generated email campaigns delivered protocol synopses and custom feasibility questionnaires tailored to each site's specific therapeutic focus and investigator profile.

212 VALID CONTACT POINTS

Verified contacts identified across all targeted research sites, ready for outreach.

76 RESEARCH SITES FOUND

Including primary PIs, sub-investigators, and research coordinators at each location.



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03 RESPONSE TRACKING

A live dashboard captured every signal, including open rates, click-throughs, questionnaire completions, and interest indicators, giving the team full visibility in real time.

04 CONTINUOUS ENGAGEMENT

Automated follow-up ran until each site either completed the questionnaire or issued a definitive decline, with seamless handoff to the client for CDA/NDA requests and open questions.

05 MULTI-CHANNEL FOLLOW UP

Systematic re-engagement through intelligent email sequences, with conditional branching based on each site's response behavior — whether interested, discussing internally, requesting an NDA, or asking follow-up questions.

NO SITE LEFT BEHIND

Ryght maximizes response rates through persistent, non-intrusive outreach that respects each site's pace and communication preferences.

The platform continuously adjusts frequency and channel mix based on live engagement signals, ensuring every qualified site has every opportunity to respond.

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THE TIMELINE

From the moment the team uploaded their protocol synopsis, the clock started. Here's what the next 26 days looked like.

DAY 1
PROTOCOL DELIVERY

Protocol synopsis and study details received from sponsor.

DAY 2
SITE IDENTIFICATION

Network Navigator identifies 76 qualified research sites that meet the needs of the protocol.

DAY 3
CONTACT DISCOVERY

AI agents identify 363 valid contact points across 76 prioritized research sites, including primary PI's, sub investigators and research coordinators.

DAY 4
OUTREACH BEGINS

Multi-channel outreach to all contacts across all research sites is deployed via **Feasibility Accelerator.**

35 MINUTES AFTER FIRST OUTREACH ISSUED

First interested site responds with completed feasibility questionnaire

DAY 5
CONTINUOUS ENGAGEMENT

Automated follow-up continuous with all research sites until questionnaire completion or definitive decline.
All responses are available to sponsor in real-time.

DAY 26
CAMPAIGN COMPLETED

Final delivery of engaged research sites to sponsor.

- 43 qualified sites that are interested and engaged with the protocol
- 22 sites that have declined

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RESULTS & KPI'S

The team didn't just meet their benchmarks ... they shattered them. Ryght delivered exceptional results across every key performance indicator, in a fraction of the time traditionally required.

330%

SITES DELIVERED VS GOAL

The CRO needed 13 qualified sites. They received 43, without compromising quality or investigator fit.

212

NEW SITE CONTACTS

Verified PI, sub-PI, and coordinator contact information

26

DAYS TO COMPLETION

From initial kickoff to a finalized, qualified site list, compressing a 3–6 month process into under one month.

89.5%

ENGAGEMENT RATE

Of all contacted research sites responded to Ryght's outreach campaign.

43

QUALIFIED & ENGAGED SITES

All engaged and interested in executing on the study protocol.

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IMPACT

ACCELERATED TIMELINE

Compressed site selection and feasibility from 3-6 months to 26 days, enabling the study to move to site qualification visits months ahead of traditional timelines

NEGOTIATION LEVERAGE

Multiple qualified options enable better contract negotiations and budget management

SUPERIOR SITE QUALITY

Delivered 43 actively interested, protocol-matched sites with proven track records in oncology Phase I/II trials, providing the client with a deep bench of qualified options

GEOGRAPHIC COVERAGE

Achieved broad US distribution with concentration in regions with strong HCC patient populations and oncology infrastructure

CLEAN DATA

Clear categorization of interested vs. declined sites eliminated ambiguity and enabled efficient resource allocation

REDUCED LABOR

Automated outreach, follow-up, and response tracking freed the CRO team to focus on strategic site relationships rather than administrative tasks

COST EFFICIENCY

Eliminated need for expensive site recruitment consultants, while achieving superior results in a fraction of the time

PORTFOLIO OPTIMIZATION

The data gathered from this study (including reasons for declining) fed back into the CRO's private AI instance, making the next site selection campaign even smarter

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READY TO SUPERCHARGE YOUR SITE SELECTION PROCESS?

Let us find you the best research sites for your next protocol - for free.

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FIND MY SITES