

## Buzzreach and Oncoshot spearhead clinical trial advancements in Japan

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Buzzreach and Oncoshot, two prominent entities in the clinical trials domain, have announced an impactful collaboration to accelerate clinical trials in Japan. The former specialises in clinical trial site recruitment and retention and project management solutions, while the latter operates a cutting-edge real-time health insights exchange platform.

The collaboration will extend to Singapore-based startup Oncoshot's strategic contract research organisation and pharmaceutical partners. Together, they will focus on recruiting participants for upcoming studies scheduled to begin in Q1 2024.

Central to this partnership is the cost-free infrastructure designed to facilitate the real-time exchange of aggregated insights. This ground-breaking initiative is set to synergise their complementary strengths to enhance various clinical trial aspects throughout Japan, including feasibility assessments, participant screening, and enrolment.

Japan is currently ranked as the third-largest pharmaceutical market worldwide. Notably, around 70% of clinical trials executed in Japan struggle to achieve their target patient enrolment within the designated timeframe.

Japan-based startup Buzzreach offers four powerful applications (Puzz, SMT, Study Concierge, StudyWorks) each streamlining various aspects of clinical trials and patient engagement.

*Image caption- Buzzreach CEO Takateru Inokawa (left) and Oncoshot CEO Dr Huren Sivaraj (right)*