Use the Market Opportunity Calculator

What should I do?

Use the Market Opportunity Calculator to estimate population size for engagement with your clinical trial. The calculator uses RWD/RWE to segment the US adult population for specific inclusion vectors (e.g. age, race, education) by specific health conditions (e.g. diabetes, heart disease) and displays the potential downstream market opportunity associated with more inclusive approaches.

Why should I do it?

➔ Increase access and awareness for participants to clinical trial participation.

➔ Increase access and knowledge, for clinical trial designers and implementers, to diverse populations.

➔ Increase and improve patient engagement and retention.

➔ Reduce burdens for participants and clinical trial teams by streamlining and creating efficiencies with awareness and outreach.

➔ Build trust by working directly with diverse communities.

➔ Accelerate recruitment timelines with fewer participants needed for analysis, decreased time lost to participant screening, and overall streamline recruitment processes for participants and clinical teams.

➔ Identify opportunities to collect more relevant measures and non-clinical measures which can lead to improved outcomes and more robust data.

Ethical Considerations

The Market Opportunity calculator combines RWD/RWE on population demographics from the US Census, the American Community Survey, and the CDC Disability and Health Data System with data on disease prevalence and health status from the CDC National Health Information Survey and the CDC Disability and Health Data System. These data sources were combined and cleaned to calculate the share of US adults with specific conditions (e.g., diabetes, hypertension) falling into various population segments along key "inclusion vectors" (e.g., race and ethnicity, disability status). The Market Opportunity Calculator should be used along with additional RWD/RWE sources.

The Market Opportunity Calculator was designed by the Digital Health Measurement Collaborative Community (DATAcc) as part of the Toolkit for Inclusive Development. DATAcc designed the Market Opportunity Calculator to help **build the business case for inclusivity** in the development of a digital health measurement product.

By showing the **population distribution** for specific health conditions, the Market Opportunity Calculator allows for an **estimation of increased market size** and **value**. For example, diabetes is more prevalent in populations identifying as Black/African American, or American Indian and Alaska Native. Providing increased access to diabetes-related clinical trials to these populations may result in increased overall engagement with your trial and potential increased revenue.

The Market Opportunity Calculator: Easy and Accessible

1. Choose variable of interest
   a. Select your health condition.
   b. Select your inclusion vector.
2. The read out shows the population distribution for your selected health condition; comparing the total US population with those diagnosed with your selected health condition. The disease/condition index indicates if a specific population is over or under represented for that condition compared to their relative size in the total US population.
3. Set your levels for current and future state of population engagement.
4. Provide a per unit value for your product.
5. The read out shows the population change and projected economic value.
6. The final output compares your current population engagement size and value to the potential population size and value increase if inclusive measures are adopted.

Through the use of the Market Opportunity Calculator you will observe the potential and substantial economic opportunities associated with being inclusive along various vectors to increase diversity and equity in your clinical trial.

- **Access the Market Opportunity Calculator**