

Geeky News Reports on ObvioHealth's Collaboration with Chemist Warehouse to Revolutionise Clinical Trials in Australia



Surrey, United Kingdom Dec 14, 2023 ([Issuewire.com](https://www.issuewire.com)) - Geeky News is pleased to announce the publication of a new article. It details a [strategic partnership](#) between [ObvioHealth](#), a prominent Virtual Research Organisation (VRO), and Chemist Warehouse, Australia's largest retail pharmacy chain.

The article sheds light on the collaboration aimed at transforming Australia's clinical trial landscape. The two companies hope to accomplish this by making health research more convenient and accessible.

This landmark alliance is set to boost patient recruitment significantly and expand the reach of clinical trials across Australia. Chemist Warehouse plans to utilise a multi-channel communication strategy, harnessing its extensive media assets such as wellness magazines, television programmes, and newspaper supplements to inform and engage potential trial participants.

"Not only is this a win for trial sponsors, but also for the participants—our customers—who will have access to trials they never knew existed," stated Jack Gance, Co-founder and Chairman of Chemist

Warehouse. “Our stores are part of everyday life in Australian neighbourhoods, and our pharmacists are trusted members of those communities. As a dependable health and wellness source, we are eager to educate our customers about new opportunities that might be relevant to their health.”

The partnership will leverage Chemist Warehouse’s high-calibre telehealth service, Instant Consult, to facilitate patient evaluations. This integration of telehealth into the clinical trial model promises to enhance participant experiences. It will achieve this by facilitating contributions to home-based study. That, in turn, will help in reducing in-person clinic visits and fostering a more inclusive environment catering to diverse populations.

Recent data indicates a surge in clinical trial activities in Australia. The reason for this is the country’s excellent response to COVID-19 and its appealing regulations and tax benefits for investments in life sciences. However, the challenge of recruiting still persists.

“Two of the biggest recruitment hurdles are awareness and convenience, and this partnership tackles both,” remarked Ivan Jarry, CEO of ObvioHealth. “The ability to communicate trial opportunities to an audience in a place where they are likely to be receptive, coupled with telehealth services to reduce participant burden, makes sense all around.”

11% of clinical trial sites have historically been unable to recruit a single patient and 37% facing under-recruitment. The strategic collaboration between ObvioHealth and Chemist Warehouse is a significant step towards overcoming these barriers. It will also expedite the development of effective therapeutics.

For more insights into this transformative partnership, read the full article on Geeky News:

<https://www.geekynews.co.uk/obviohealth-partners-with-chemist-warehouse/>

Media Contact

Geeky News

press@geekynews.co.uk

+44 20 3800 1212

Parallel House, 32 London Road Guildford, Surrey

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