

+ Our Future Health

In partnership with



Clinical Research Recruitment Service

How Our Future Health can help you find the
participants you need, faster



Introducing Our Future Health's Clinical Research Recruitment Service

Our Clinical Research Recruitment Service enables **faster and more efficient recruitment** into clinical trials and observational studies across prevention, early detection and treatment of disease.

We have a cohort of over 2.5 million participants, who have **consented to be invited to take part in additional research.**

Researchers can work with us to **send targeted invitations to potential participants** based on health-related data including phenotype, genotype, demographics and location.

Our ethically governed Clinical Research Recruitment Service offers researchers a world-leading platform for clinical trial acceleration. It is designed to maximise screen success rates so that clinical trials and studies can complete their enrolment phase faster.



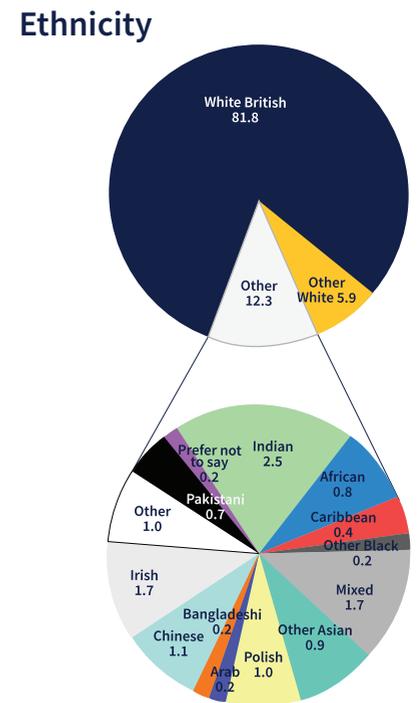
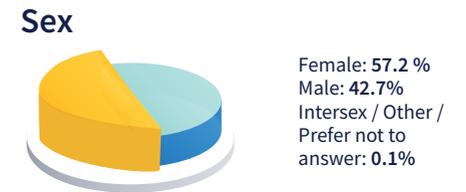
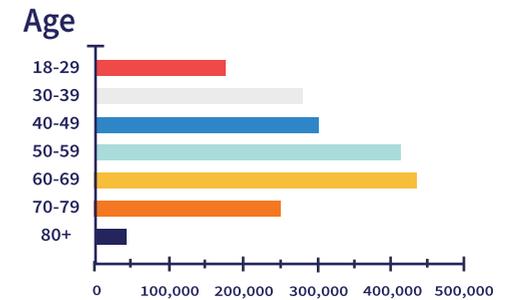
Our cohort – at a glance

Our Future Health is already the world's largest and most diverse health research programme of its kind, with over 2.5 million consented participants, of whom 1 million are from historically under-represented groups.

We're building a diverse cohort that reflects the UK population. The graphs opposite illustrate the spread of our participants across select demographics, based on data from completed baseline health questionnaires.

The data we've gathered includes:

- SNP genotype array data
- Imputed genotype data
- Linked medical records
- Medicines dispensed in primary care
- Answers to a 288-question baseline health questionnaire
- Clinic based health measurements
- Geographies data



Our capabilities

With our cohort of over 2.5 million participants, we can conduct targeted recruitment to both very large, simple, community-based trials and more challenging studies, such as genetic risk-based recruitment and studies with extensive inclusion/exclusion criteria.

Prevention and Early-Detection Trials. Our Future Health is uniquely suited for studies in obesity, cardiometabolic disease, mental health and women's health, where scale, diversity and long follow-up are essential. Use our data to identify sub-cohorts at elevated risk and invite them into behavioural, screening or pharmacological interventions, including vaccines.

Recall-by-Genotype (RbG) and Polygenic/Integrated Risk Score (PRS). We plan to offer researchers the chance to recruit participants with specific genetic variants or composite risk profiles to validate targets, investigate gene-drug interactions, or test novel diagnostics and therapeutics.

Recall-by-Phenotype (RbP) studies. Researchers can recruit participants based on biochemical, clinical, or digital phenotypes – such as metabolic markers, diagnoses, or medication – to evaluate diagnostic tools and therapeutics or stratify disease risk.



Example study 1

Large scale recruitment based on phenotype

- **Request:** Invite participants with known phenotype to accelerate project
- **Challenge:** Existing recruitment methods slow due to cold outreach
- **Our solution:** Over 100,000 participants meet criteria, enabling targeted recruitment of engaged cohort



Example study 2

Rare disease study inviting participants using genetic data

- **Request:** Individuals carrying rare genetic variants associated with disease risk
- **Challenge:** Identifying genetically at-risk, often asymptomatic participants is difficult or impossible through existing routes
- **Our solution:** Targeted recall via cohort selection by genotype



How we connect researchers with participants

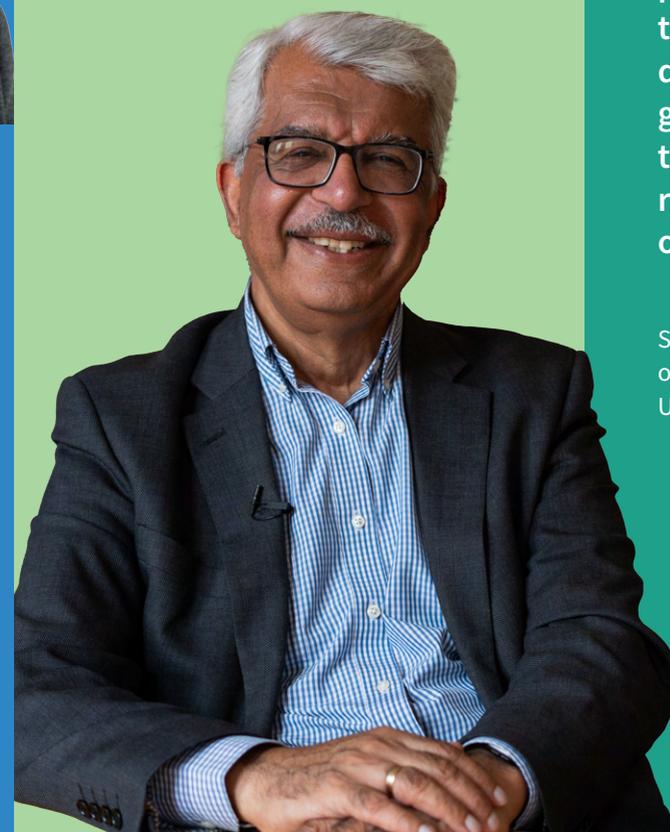
1. Research team approaches Our Future Health with study details.
2. We undertake a feasibility count to provide estimated number of participants who might be suitable for the study.
3. We meet the research team to check the study is eligible and discuss the requirements.
4. If the study is eligible, we ask the researcher to apply to our Access Board for review.
5. Our Access team provides advice and support with the application.
6. We develop a targeted invitation strategy and tailored invitations to send to relevant participants, maximising conversion rates.
7. Invitations are sent to participants subject to further research ethics approvals where required.
8. We survey and track our participants, their experience and preferences, to improve our service and offering.



“
Our Future Health is a huge resource to find participants for clinical trials and rare disease research.”

Dr Jonathan Morgan,
 Chief Medical Officer, LifeArc

All activity is underpinned by Research Ethics Committee approval, a robust governance and Access Board process, and an unwavering commitment to participant safety, transparency, trust and public benefit.



“
Our Future Health is a fantastic opportunity to develop personalised or precision medicine, tailoring treatment to someone’s disease, to their individual genes and other factors, so that they get the best responses and the best outcomes.”

Sir Munir Pirmohamed, NHS Chair of Pharmacogenetics at the University of Liverpool



Get in touch

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