



21 May 2021

### **Introducing Opin: Using AI to match patients to clinical trials anywhere in the world**

- Artificial intelligence (AI) matches patients to trials and studies
- Patients and carers can self-select an interest in any clinical trial or research study
- A global view of every registered trial and study, open and recruiting participants
- Every clinical trial registered with any regulatory authority is automatically registered
- Leveraging Opyl's in-house healthcare social media marketing and search expertise

**Melbourne, Australia, Friday 21 May 2021, Opyl Limited (ASX:OPL) ("Opyl" or the "Company")** is pleased to introduce Opin [www.opin.ai](http://www.opin.ai): a patient-led platform giving people the ability to self-select an interest in any clinical trial or research study anywhere in the world.

For the first time patients and carers will have the ability to see and self-select to any clinical trial and research study registered to any regulatory authority, that is open and recruiting participants, on a global scale in one website.

Opin is the first major platform the company has commercialised as a scalable enterprise model. The platform is free-of-charge for patients to use and will generate revenue in three ways: by charging research organisations conducting trials a fee to unlock matched patient data, charging to have trials featured on the platform and in social media channels, and using the platform sophisticated data search capability to find matched patients registered to the platform waiting for a trial or study opportunity to open up, anywhere in the world.

"Improving efficiencies in research, creating greater equity, access and opportunities for patients to become more empowered in their health management is our goal," said Michelle Gallaher. Opin is a great example of how AI and access to data can be applied sensitively to generate exponential and shared value from discovery and development of new medicines through to helping an individual patient better manage their healthcare and feel more in control."

When patients become genuine partners in their healthcare, and have the opportunity and motivation to learn more and actively participate in decision-making, they generally can achieve much better health outcomes.

More than 80% of clinical trials fail to recruit on time and on budget <sup>1</sup>. Each month of delay caused by recruitment can cost a biopharmaceutical, medtech or research institute tens or even hundreds of millions of dollars. The cost of clinical trial recruitment represents between 25-33% of clinical trial budget, therefore addressing recruitment inefficiencies, as Opin can do, represents one of the most significant ways to reduce financial wastage in the research sector.

A key feature of the Opin approach, and one of our competitive advantages, is in leveraging social media and digital channels to create awareness and a door through which patients and carers can open to access the platform. The Opyl team have been experts in using social media and digital marketing strategies to attract and support patient recruitment to studies and trials for over four years. Opin represents the conversion of years of consulting experience into a scalable, global enterprise solution.

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<sup>1</sup> Desai, M. Recruitment and retention of participants in clinical studies: Critical Issues and Challenges. Perspectives in Clinical Research. 2020 Apr-Jun; 11(2): 51–53.



"Opin still has a way to go in terms of development," said Michelle Gallaher. "We are working to an agile methodology which means that what you see today is the foundation of the platform functioning well and delivering the core value for users that we envisioned – there is much more development around features, content and data optimisation still to be released. This is our key priority in the business for the foreseeable future.

We are keen to open up new content and feature-rich experiences for patients and carers enabling them to explore, learn, participate and share in the research journey along with researchers and clinicians."

The Opin platform incorporates some of the novel AI and predictive analytics technology that Opyl has been developing in the background aimed at improving protocol (clinical trial plan) design.

The Opin brand is the first in a planned series of platform brands under the Opyl brand banner. "As we develop and release new products and services, each will be characterised with their own brand and brand strategy, said Michelle Gallaher.

Michelle Gallaher will be a speaker at a number of International Clinical Trial Day events this week and next week introducing the research and clinical sector to the platform. Opin will be a major sponsor at ARCS Conference in Sydney (7-9 June) and Michelle Gallaher will be a speaker at the event.

The company will be hosting a webinar on 24 May 2021 for shareholders, introducing the platform and demonstrating the key features and functionality. To sign up to the webinar go to: <https://Opyl.webinarninja.com/live-webinars/746243/register>

The Board has authorised this announcement for release to the ASX.

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Opyl is a new generation Australian company that provides leading biopharma and health organisations access to emerging AI-assisted technologies and real-world data insights to understand and improve healthcare design, development, and delivery.

Opyl works at the intersection of clinical trials, artificial intelligence, and social media.

Our key offering for biopharma, medtech, government and healthcare organisations:

- clinical trial recruitment and retention solutions
- clinical trial predictive analytics
- deep social media insights

Our vision is to improve health and wellness by optimising data assets and digital activation to advance technologies for life.

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