PatientX, Inc

PatientX is elevating the voices of clinical trial participants to capture real-time data, providing key stakeholders insights and benchmarking data to improve clinical drug development and clinical trial outcomes

Company Overview

PatientX helps get new drugs to market faster and more affordably. We offer real-time patient experience data and AI driven insights to provide clinical trial teams and pharmaceutical sponsors with the insights they need to prevent patient dropouts and avoid costly delays. PatientX's core drivers of value and differentiation include: Actionable data to improve clinical trial metrics in real-time; Reliable, data-driven models to quantify, predict, and influence participant behavior; Scientifically developed and validated survey instruments to measure a participant's experience over their clinical trial journey; the Life Sciences industry's first benchmarking data; Insights to improve Diversity, Equity, and Inclusion (DEI); Novel KPIs for site selection and benchmarking and Insights on human and structural barriers for patient-focused drug development. PatientX is a data solution that helps identify strengths and weaknesses of the clinical trial experience from the patient's perspective to reduce costs due to patient drop-outs.

Problem

Problem Statement. Clinical trials are inherently complex, time-consuming, and costly. Despite these challenges, one critical factor that benefits all key stakeholders, the patients, sponsors, and research sites is patient retention. How can we enhance the patient experience in clinical trials to minimize drop-out rates? Solution Statement. PatientX leverages real-time feedback from clinical trial participants, delivering AI-powered insights and benchmarking data to empower corrective action to predict drop-out risks and enhance trial outcomes. Clinical trials rely on patient participation. Retention rates are based on patients making decisions to stay or drop out. Humans make decisions based on emotional factors and structural barriers. In healthcare, these factors are often Trust, Empathy, Burden, Communication, Comprehension and Respect and Dignity. Yet, to date, the pharmaceutical industry has neither defined nor collected patient experience data uniformly. A number of issues contribute to significant financial loss and delays to market: 80% of trials are delayed because of recruitment issues; 55% of trials are terminated due to low enrollment; 30% of enrolled patients will drop out of a trial and the cost to replace a patient is $19,500. Daily delay costs can reach $40,000, leading to a potential loss of $1-8 million on ROI from opportunity cost from delay to market.

Highlights

Bootstrapping since May 2024
Raised to Date: $100K family/founder/soft circle
Selected for Tampa Bay Wave HealthTech|X Accelerator

Selected for the University of Cincinnati 1819 Healthcare Venture Labs Accelerator

Financial Info

Raising
$600K
Valuation
$36M

Location
Mason, OH, USA

Business Stage
Business Plan Mapped Out

Business Type
SaaS, B2B, Technology, Healthcare, Biotechnology

Meet the Team

Jodie Huddleston
Co-Founder and Chief Operating Officer

Presentation accepted for SCOPE SUMMIT Feb 2026
Completed our product demo

Three surveys live in the field as of 10/1/2025

Go-To-Market Strategy

PatientX is at the ground level of market penetration, and we expect to increase the sales effort as our demo is now finalized and our product develops. Initially PatientX engages its customers using the Founders' industry networks. We have extensive networks with C-leaders at prospective clients, and will form new relationships through referrals, introductions and industry conferences and events. We have built a commission-only sales network of existing life sciences professionals selling into the same accounts. At this point we have a high conversion rate (50%) because we are focused on highly engaged targets for our Early Adopters Program (currently in LOI status awaiting finalization of the MVP and will launch in Jan 2026). We would like to expand our reach and target a conversion rate of 30%. Fortunately, we have not had to pivot the product as our experience building a similar solution at a prior organization provided much intelligence in the way of market research by speaking with thought leaders and influencers, which the Founders leveraged to perfect the vision of the solution. We are also leveraging a licensing model pre-MVP to begin to collect data and engage our potential clients so we can start to generate some early revenue and add value to our clients and potential clients.

Average Contract Value (ACV) – The average contract value of a clinical research site is $10-15K annually. This increases to $75K annually per year of the clinical trial for pharma/biotech sponsors, which could be $300K-$500K in total. For our channel partners, depending on their volume (size) the annual contract value will range from $25K-$200K.