# Modernize protocol development

IBM Study Advance

IBM Study Advance is a data-driven study design and protocol development solution that enables protocol optimization by merging real-world data, AI and standard protocol template guidance in a collaborative workspace. With IBM, you can limit patient recruitment challenges and protocol amendments with study design insights and authoring team alignment.

Watson Health

**Build quality protocols**

- Get the protocol right the first time using real-world data insights
- Maximize patient recruitment success and limit protocol amendments with data and AI driven trial design decisions
- Understand the impact of potential eligibility criteria on trial feasibility

**Collaborate more efficiently**

- Facilitate the protocol writing process including team management and workflow
- Simplify collaboration with protocol team members
- Access standard protocol templates
- Assign team members to projects and individual protocol sections


**Make informed study design decisions**

- Quickly assess the eligible patient population impact as you determine your trial's inclusion/exclusion criteria.
- Gain easy access to real-world data from the IBM MarketScan® Research Databases
- Build cohorts using AI assisted medical concept identification
- Search ClinicalTrials.gov to inform data-driven study designs