

Intelligent innovation at Fortrea: How AI is transforming clinical research

A KEY QUESTION



How is Fortrea leveraging artificial intelligence to enhance clinical research while maintaining a human-centered, collaborative and scalable approach?

KEYWORDS

Artificial Intelligence (AI), Clinical Trials, Human-Centered, Scalability, Innovation



“At Fortrea, we see AI not as a trend to follow, but as a future to build. Our continued investment in intelligent technologies reflects our unwavering commitment to innovation that empowers—not replaces—our experienced clinical teams. We’re creating scalable, validated solutions that transform complexity into clarity, helping our partners deliver smarter, faster and more human-centered trials. This is just the beginning.”

Alejandro Martinez, Chief Information Officer, Fortrea

Artificial intelligence isn’t just changing clinical research—it’s revolutionizing how we bring life-saving therapies to patients faster and more efficiently than ever before. At Fortrea, we’re not waiting for this transformation to happen; we’re actively driving it. One of many leaders in this charge is **Joan Brown, Head of Operations at our Rapid Development Studio AI/ML**; who brings both strategic vision and hands-on expertise to developing practical AI solutions.

In this article, Joan talks about tackling the real challenges clinical research teams face every day from streamlining complex data processes to enhancing decision-making capabilities.

Our vision and mission: AI that serves, not replaces

At Fortrea, our approach to AI innovation is grounded in one fundamental principle: **intelligent technology that amplifies human expertise to deliver better outcomes for patients and partners alike**. We see artificial intelligence as an enabler—not a replacement—for human insight. Our mission is to develop practical, validated AI solutions that address real-world pain points in clinical research. Whether it's accelerating patient recruitment, improving data quality or reducing administrative burden, our goal is to empower clinical teams with tools that enhance—not complicate—their work.

We are equally committed to responsible AI development. Every solution we build is rigorously tested, validated and designed with safety and compliance at its core. Our AI governance framework ensures transparency, accountability and alignment with regulatory expectations, reinforcing our promise to protect patient data and uphold clinical integrity.

Our approach: Collaborative, integrated and scalable

Innovation at Fortrea is not a siloed effort, it's a collaborative process. We work closely with clinical teams, sponsors and technology partners to identify opportunities where AI can make a measurable impact. Our solutions are designed to integrate seamlessly into existing workflows, ensuring adoption is frictionless and value is immediate.

We also prioritize scalability. Whether supporting a neurosciences trial or a global Phase III study, our AI tools are built to adapt across therapeutic areas and trial complexities. This flexibility is key to delivering consistent, high-quality outcomes at scale.

Innovation in action: Where AI is making a difference

Our AI/ML Rapid Development Studio is diligently working to deliver results. We're building an **intelligence layer** that leverages clinical and operational data and enables connected real-time, actionable insights. By creating these core models, we will provide the data and analysis to our teams to power smarter decisions—from daily trial execution to enterprise strategy. By unifying knowledge across the entire clinical trial lifecycle, we enable faster, more adaptive and more transparent collaboration with our clients—setting a new standard for how CROs drive value and innovation.

Our foundational steps to this work have begun by actively deploying AI-powered productivity tools including a **real-time budget estimation tool, a risk-based quality management model** that identifies when a monitoring visit is needed given current performance trends and an agentic AI approach to launching a **digital CRA mobile application and resource management tool** that help our trial teams make smarter decisions across the stages of clinical trial delivery. Projects like Digital CRA, intelligence layer and our AI-enabled feasibility tools are just a few examples of how we're turning innovation into impact.



Looking ahead: Join us on the journey

As we look to the future, we invite our partners to explore collaboration opportunities with Fortrea's AI Rapid Development Studio. Together, we can shape the next generation of clinical research—one that's faster, smarter and more human-centered.

At Fortrea, we're not just keeping pace with innovation—we're setting it. And we're just getting started.

Interested in speaking to us about collaborations or how we can accelerate your clinical trial—connect with us:

Learn more about how Fortrea is using AI to power clinical trials in the white paper entitled: [Using AI to drive productivity in clinical development.](#)

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