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NEWSLETTER · IN CONVERSATION WITH DR KEITH BERELOWITZ

A third of patients walk away

Dr Keith Berelowitz — founder and CEO of PRX Engage — on the patient-retention problem that quietly wrecks trials, and building engagement that's ethical and human, not merely efficient.

Dr Keith Berelowitz has spent over twenty years in pharma and biotech research and now leads PRX Engage, a platform built to tackle one of the field's most persistent problems: keeping patients engaged and enrolled once a trial is under way. He chairs the Fulham Research Ethics Committee and has advised industry working groups — and what sets him apart, beyond the résumé, is an insistence on research that's ethical and human-centred first.



Up to a third of patients drop out. That's the problem I'm built to solve.

— Dr Keith Berelowitz, on Pharma Prescribed

Retention is the silent killer

Recruiting a patient is only half the battle; up to 30% then drop out, taking data, time and money with them. Keith's focus on the second half of that story — keeping people in, and cared for — addresses a leak the industry has tolerated for far too long.

Methodology plus AI

PRX Engage blends proven engagement methods with AI-powered tools, but Keith is clear the technology serves the relationship, not the reverse. The goal is patients who feel kept at the heart of research, not managed by it.

Ethics, not as an afterthought

Chairing an ethics committee isn't a side interest; it's the lens. His work insists that effective and ethical aren't in tension — that the most durable way to retain patients is to treat them as people the research is genuinely for.



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Dr Keith Berelowitz *is the founder and CEO of PRX Engage and chair of the Fulham Research Ethics Committee.*