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NEWSLETTER · IN CONVERSATION WITH MAYA ZLATANOVA

Make the trial findable

Maya Zlatanova — CEO and co-founder of FindMeCure and TrialHub — on making trials accessible, transparent and patient-centric, and designing studies around the real world rather than the ideal one.

Maya Zlatanova is a rare mix of insider and advocate. CEO and co-founder of FindMeCure and TrialHub, and host of the podcast Trials with Maya Z, she's on a mission to make clinical trials more accessible, transparent and patient-centric — and she'll happily push back on being called a 'visionary', which tells you something about how she works. Her platforms help sponsors and CROs design smarter studies, and she's trained everyone from pharma teams to health ministries, the UN and the NHS.



A trial nobody can find helps nobody.

— Maya Zlatanova, on Pharma Prescribed

Design for the real world

Maya's core insight is that too many trials are designed for an idealised patient and an idealised site, then struggle when they meet reality. Her platforms integrate real-world data, local standard-of-care insights and feasibility analytics so that studies are built around how care actually happens, not how a protocol wishes it would.

Accessible and transparent

Patient-centricity, in her hands, is concrete: can a patient find the trial, understand it, and get to it? Transparency and accessibility aren't soft values bolted on at the end; they're feasibility factors that decide whether a study recruits at all.

Teaching the system

Training health ministries, global organisations and the NHS points to how she sees change happening — not one clever platform, but a whole system that understands trials better. It's an ambitious, almost civic view of the work: raise the competence of everyone involved, and better trials follow.



Listen to the full episode

Maya Zlatanova on Pharma Prescribed — at pharmaprescribed.com
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Maya Zlatanova *is the CEO and co-founder of FindMeCure and TrialHub and host of the Trials with Maya Z podcast.*