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NEWSLETTER · IN CONVERSATION WITH DR DANIEL FOX

Restoring trust in trials

Dr Daniel Fox — clinical research leader — on decentralised, patient-first platforms, and a mission that hasn't changed: restore trust, streamline operations, and make trials genuinely inclusive.

Dr Daniel Fox works at the intersection of medicine, policy and digital innovation, building decentralised, patient-first platforms for clinical research. He leads a network spanning thousands of professionals, and his stated aim is refreshingly unhedged: restore trust and transparency in trials, streamline how they run, and make participation genuinely inclusive rather than inadvertently exclusive.



My mission has never changed — it's to make research reflect the people it's meant to serve.

— Dr Daniel Fox, on Pharma Prescribed

Trust as the real deficit

Daniel's framing is that clinical research has a trust problem as much as a technology one — communities that have been overlooked, or burned, don't participate, and trials suffer for it. Rebuilding that trust is slow, human work that no platform alone can do, but the right platform can at least stop making it worse.

Inclusive by design

Decentralised, patient-first design is his lever for inclusion: meet people in their communities and on their terms, and research starts to reflect their needs and values rather than the convenience of a handful of academic centres. Inclusion, done properly, also happens to produce better evidence.

The technical and the human

What I appreciated is his refusal to separate the two. He's building scalable ecosystems and doing public-health advocacy in the same breath — clarity to complexity on one side, compassion to strategy on the other. The tech is only worth building if it serves the people it claims to.



Listen to the full episode

Dr Daniel Fox on Pharma Prescribed — at pharmaprescribed.com and wherever you get your podcasts.

Dr Daniel Fox *is a clinical research leader building decentralised, patient-first research platforms.*