



# Pharma Companies Help Shape Accenture LIFE SCIENCES CLOUD FOR R&D

► **Trending Now:** Eisai, Merck, and Pfizer join with Accenture to build a standards-driven platform powered by Oracle to help simplify and speed drug development.

**ACCENTURE HAS** launched Accenture Life Sciences Cloud for R&D, which speeds clinical development, helps improve patient outcomes, and creates greater R&D efficiency through a new single analytics platform that brings together multiple internal and external data sources across clinical, safety, regulatory, and operational functions.

In parallel with the Accenture Life Sciences Cloud for R&D platform, Accenture has formed a Life Sciences Cloud Coalition, which includes Eisai, Merck, and Pfizer. The aim of this group is to collaborate on bringing innovation to the Accenture Life Sciences Cloud and digitally enable the R&D function and speed up the drug development process while improving quality and cost for the industry.

The foundation of the Accenture Life Sciences Cloud for R&D is an alliance between Accenture and Oracle. The solutions developed by the alliance are built on a combination of Oracle's deep expertise and experience in developing and hosting mission-critical Clinical Data Warehousing and analytics applications for life sciences, coupled with Accenture's proven implementation experience to deliver best-in-class service-based solutions.

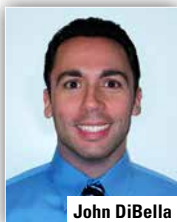
"With the cost of healthcare — particularly for drug development — escalating faster than the gross domestic product of nearly every economy around the world, pharmaceutical companies are facing huge pressure to seek efficiencies in R&D," says Kevin Julian, managing director of Accenture Accelerated R&D Services. "New technologies, analytic capabilities, and a willingness by drug manufacturers to collaborate can help mitigate rising costs. These can be leveraged to provide a much clearer view of the clinical results by collecting and analyzing data and information in real time, beginning with the development cycle."

For more information, visit [Accenture.com](http://Accenture.com).



Kevin Julian

## Simulations Plus Introduces New Simulation System



John DiBella

Simulations Plus has expanded its product portfolio with the release of version 1.0 of its MembranePlus, a science-based simulation system that can provide valuable insights into the results of in vitro permeability experiments to guide researchers to better project decisions.

"This new software program is expected to appeal to a wide audience of pharmaceutical companies that use in vitro measurements of molecule

permeabilities to estimate the likely permeability in preclinical species as well as humans," says John DiBella, VP for marketing and sales of Simulations Plus.

For more information, visit [simulations-plus.com](http://simulations-plus.com).

## YourEncore Launches Safety and Regulatory Compliance Service

YourEncore, a company that helps life-sciences, consumer products, and food companies solve innovation, compliance, and productivity challenges, has launched the Safety Center of Excellence, which provides experts to help life-sciences companies monitor the effects of medical drugs throughout the product lifecycle.

## Updates

**Bio-Optronics** has made enhancements to Clinical Conductor, its CTMS. This first oncology-focused release adds advanced features and functionalities designed to optimize the management and execution of oncology studies at organizations of all sizes and makeups. One addition is an adaptive and dynamic protocol design feature. Billing compliance functionality has also been enhanced and financial tools now accommodate complex and changing protocols.

For more information, visit [bio-optronics.com](http://bio-optronics.com).

**InfinityQS International** has debuted InfinityQS ProFicient 5.2, a manufacturing intelligence platform. The update includes improved user experience, flexible acceptance sampling options, and manufacturing intelligence for acceptance sampling data.

For more information, visit [infinityqs.com](http://infinityqs.com).

**Medidata** has released the latest version of the Medidata Clinical Cloud. The new features are designed to optimize clinical trial processes and enhance sponsor-site relationships and life-sciences companies' new capabilities to drive efficiencies that reduce the cost, risk, and long timelines associated with clinical trials. Among the key enhancements is a further simplified and centralized user administration throughout the technology platform. Now, an administrator can manage a comprehensive range of user roles across the entire Medidata suite of solutions.

For more information, visit [mdsol.com](http://mdsol.com).

The Safety Center of Excellence is composed of industry-best experts in all areas of pharmaceutical safety, including: serious/targeted adverse event review; safety surveillance and signal detection/evaluation; safety issue/external inquiry management; regulatory safety reporting; and pharmacovigilance Auditing

"In addition to other challenges, 2014 has been one of the busiest years for pharmaceutical mergers and acquisitions, and this activity has made the monitoring of drug safety especially difficult and chaotic," says Tim Franson, M.D., YourEncore's chief medical officer. "YourEncore is able to provide experts with decades of experience in pharmacovigilance who are available to rapidly deploy."

For more information, visit [yourencore.com](http://yourencore.com).

### Clinerion Releases Patient Recruitment System

Clinerion has launched its Patient Recruitment System, which can boost recruitment for clinical trials, identifying 10 to 30 times more suitable candidates than those found through a classical manual screening approach.

The advantage of Clinerion's system lies in



Ulf Claesson

its ability to identify suitable clinical study candidates for a given protocol through automated, simultaneous, and real-time screening of multiple electronic health records. This system enables pharmaceutical companies to conduct feasibility analyses, as well as to quickly identify patients for study recruitment.

The system includes coded information for diagnoses, treatments, medicines, etc., as well as for data such as lab values and information derived from sources such as free-text, including narratives and reports.

Eligibility criteria can be mapped between standard medical and hospital-specific terminologies, while free-text is screened with the support of a natural language-processing function.

"Patient recruitment typically accounts for around 30% of the cost and time for clinical trials, yet more than 75% of studies fail to recruit their patients on time, costing the industry between \$500,000 and \$5 million in potential lost sales per day," says Ulf Claesson, CEO of Clinerion.

For more information, visit [clinerion.com](http://clinerion.com).

### Wolters Kluwer Offers Tools for Healthcare Organizations

Wolters Kluwer Health has debuted the Consumer Education Center, a suite of Web-hosted educational tools healthcare organizations can use to create a patient portal or consumer health information website. The Consumer Education Center is designed to be easy to implement and maintain, and it adopts the healthcare organization's webpage template styling and branding, providing a seamless look and feel for the user.

The site continues 6,000 patient education leaflets on adult and pediatric medications, drug identifier tool, and a drug interaction checker.

"Today's patients are increasingly more savvy and demanding when it comes to involvement in their own healthcare, says Steven Kerscher, VP and general Manager, clinical drug information, Wolters Kluwer Health, Clinical Solutions. "Hospitals, pharmacies, and other healthcare organizations strive to educate, interact, and connect with patients, but not all of them have the time or infrastructure to design, program and maintain an educational Web presence."

For more information, visit [wolterskluwer.com](http://wolterskluwer.com). 

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