

Tools of the Trade



NEW ELECTRONIC AND
WEB-BASED APPLICATIONS,
SITES, AND TECHNOLOGIES

TGaS Advisors Launches EMERGING LIFE SCIENCES NETWORK

► **Trending Now:** The network provides peer support, data, and insights for accelerating commercial success.

TGaS **ADVISORS**, a benchmarking and advisory services firm for life-sciences commercial organizations, has launched the Emerging Life Sciences Network (elsNetwork). The new network offers peer support, data, and insights designed to meet the needs of emerging and precommercial companies. It builds on existing TGaS comparative intelligence and collaborative network membership services, which include actionable benchmarking data on more than 350 brands at every stage of the product lifecycle.

The elsNetwork enables emerging and precommercial life-sciences companies accelerate commercial success. Network members can optimize their investments, organization structure, market access, launch readiness, digital marketing, and other areas critical to commercial viability.

TGaS President Gary McWalters says, "The dramatic rise in specialty medicines and biotech companies, together with continuing massive shifts in the healthcare landscape, challenge pharmaceutical companies of all sizes to achieve commercial viability. An increasing number of emerging and precommercial companies have found it valuable to work with us, so we have dedicated significant resources to address their specific needs."

TGaS has appointed Gary Warner as VP to lead the elsNetwork. He was previously regional VP of sales for Synergistix.



Gary Warner



Gary McWalters

Veeva Offers New Global Registrations Management Solution



John Lawrie

Veeva Systems has launched Veeva Vault Registrations, a solution to manage product registration data worldwide, including registration status, variations, and health authority interactions. The new offering is part of Veeva's regulatory information management (RIM) suite that also includes Vault Submissions and Vault SubmissionsArchive.

A large life-sciences company can have upwards of 400,000 registrations around the world for different products, indications, packages, and formulations. Typically, its regional affiliates use multiple tools for registration management and rely upon manual processes to bridge the gaps, resulting in redundant or missing information. Disconnected, difficult-to-use systems impede companies' ability to manage product registrations, health authority interactions, and compliance, according to research by Gens & Associates.

"Veeva Vault Registrations addresses the significant need for a single system that is easy to use, accessible to affiliates worldwide, and provides complete visibility," says John Lawrie, director of Veeva Vault RIM. "With Vault Registrations, companies can speed time to market by quickly understanding the impact of product introductions and proposed product changes."

Vault Registrations is part of the upcoming Veeva Vault RIM suite of applications to manage product and registration information, submission documents, and published dossiers.

Telrx Launches Customer Engagement Solution

Telrx, a provider of multi-channel engagement solutions for consumers, patients, healthcare professionals, and enterprise personnel, has launched CaseTrack360.

This new new cutting-edge engagement solution uses Pegasystems's Pega 7 unified platform to enable integrated customer journeys and improved healthcare outcomes.

Updates

Parexel International has made enhancements to its randomization and trial supply management (RTSM) service, ClinPhone RTSM. Parexel designed the enhanced service to simplify patient randomization and clinical supply management and to offer greater speed and flexibility in tailoring the service to meet the needs of clinical trials while reducing delivery timelines. For the improvements, the company integrated the interactive response technology acquired from ClinIntel in October 2014 with Parexel's experience in delivering RTSM services to thousands of studies to create an enhanced fourth-generation technology platform.

For more information, visit parexel.com.

Radiant Sage, a provider of on-demand clinical trial imaging infrastructure solutions, today announced its Event Adjudication Committee (EAC) solution for its RadClinica Clinical Trial Management System (CTMS). The new module provides an electronic solution to automate the event adjudication process enabling clinical trial sponsors to more quickly identify safety and/or efficacy issues -helping to reduce clinical trial costs and improve the health of individuals.

For more information, visit radiantsage.com.

Symphony Health Solutions has introduced PHAST 2.0, the next generation of its Pharmaceutical Audit Suite (PHAST) online market analytics product. PHAST 2.0 includes new workflow tools, content, and metrics, including a patient demographics module, an entirely new category of data. Users no longer have to export data to

Updates continued

create custom reports replete with graphs and charts. Using a new interface, they have access to visualization tools that allow them to view and present data in a variety of actionable formats, all from within PHAST.

For more information, visit symphonyhealth.com.



Mike Brannan

With CaseTrack360, Telerx and its clients will be able to engage customers through a central touch point during all phases of a product or brand's lifecycle. CaseTrack360 addresses the need for proactive engagement as new regulatory guidelines emerge, and helps eliminate siloed systems that may offer little visibility into patient interactions across platforms.

Additionally, the solution offers business process management functionality, commercial and

medical domain features, and seamless integration with client databases.

"The life-sciences industry is facing unprecedented challenges and opportunities today, including the sheer volume of data available," says Mike Brannan, Telerx's chief innovation officer.

He continues: "CaseTrack360 is a unique solution that delivers a 360-degree view with integrated workflows, advanced reporting, program launch support dashboards, and trending to help better inform customers. These key insights can help drive actionable changes and process improvements." ^{PV}

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