

## Tools of the Trade



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

# StayinFront Partners With MedPro Systems

**TRENDING NOW:** Life-sciences CRM software release improves efficiency and in-field PDMA compliance by providing sales reps with real-time mobile access to 14 million records.

**S**TAYINFROUNT AND MEDPRO SYSTEMS have partnered to allow pharmaceutical field representatives, using the StayinFront TouchRx platform, to access MedPro's data to update critical information such as state license information.

StayinFront customers, with subscriptions to the MedProID suite of products, can link to MedPro's database on their mobile device, to add, validate or revalidate healthcare professionals via the new MedPro DirectID-StayinFront solution. This streamlines the validation process and gives sales reps the necessary information, such as license, key identifiers, and validation status, to sample immediately. Contact data are drawn directly from the MedPro database and matched up with the existing database, improving the accuracy of the data and reducing duplicate records.

"This integration gives sales reps a one-stop solution to easily search and feed validated license information directly into their TouchRx CRM system, improving efficiency, data accuracy and their ability to meet PDMA sampling compliance requirements," says Sam Barclay, executive VP and managing director, North America at StayinFront.

▼ For more information, visit [stayinfront.com](http://stayinfront.com) or [medprosystems.com](http://medprosystems.com).



Sam Barclay

## Knipper Launches Healthcare Provider Validation Tool

J. Knipper and Company has created AssureHCP, a matching and validation platform for marketing and sample eligibility processing. Integrated directly with Knipper's marketing and samples management systems, and available for integration with third-party and customer platforms, AssureHCP includes online tools for matching, validation, and sample eligibility processing of U.S. healthcare providers as well as complete cross reference to all industry standard identifiers.

"As we observed the increase in corporate integrity agreements and proactive risk avoidance across our customer base, we recognized our responsibility as industry leaders to craft a solution to the often complex and inefficient task of incorporating sanctions data into marketing and sampling

eligibility processes," says Teresita Weiss, Knipper's VP of regulatory compliance.

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

## Clinical Ink Releases New Solution for Regulatory Submissions

Clinical Ink has released the SureSource Data Transformation Toolset (DTT), which automates manual data mapping and transposition processes. The solution features a drag-and-drop tool that allows users to pre-define export data domains and permits users to map data variables, assign data groupings, create complex derivations/calculations, transform code lists, and perform many other previously manual database activities in a validated system with full audit trail and re-usability features.

## UPDATES

The tranSMART Foundation has released **TRANSMART VERSION 1.2**. Incorporating functionality developed and tested by several hundred community members from around the globe, this version offers extensions in analytics and analysis, data loading, search and retrieval as well as improved developer tools and interfaces that facilitate the addition of new features in the future.

▼ For more information, visit [tranSMARTFoundation.org](http://tranSMARTFoundation.org).

"SureSource DTT automatically maps source data to SDTM to significantly reduce the time and resources required to prepare for FDA submission," says Ed Seguire, CEO of Clinical Ink. "It can help simplify third-party system integration and validation by handling system-dependent integration variables more transparently."

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

## Quintiles Launches Solution for Emerging Biopharma Companies

Quintiles has launched Quintiles Emerging Biopharma Solution, a new offering designed to meet the unique clinical development needs and goals of these companies. The solution is a newly developed operating model that is aligned with customer needs within this segment and leverages Quintiles' integrated technology platforms to provide customers with real-time data access as well as a transparent view of project performance. The offering includes senior-level sponsorship for each customer.

"This new offering focuses squarely on those challenges, combining an operational model designed to meet these customers' needs with access to Quintiles' global infrastructure, integrated technology, and therapeutic expertise," says Paula Brown Stafford, president of Clinical Development at Quintiles.

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