

# Clinical Transformation: MORE THAN A SOLUTION, IT'S A NEW WAY TO WORK

**T**o succeed in today's global competitive market, drug companies need to innovate and pursue efficient ways of conducting clinical trials to shorten cycle times and achieve cost savings. As an answer to these new challenges, companies need an integrated and holistic solution based on process optimization and technology that delivers proactive performance management.

## A Solution in Action

Clinical transformation requires innovative platforms that reduce clinical trial costs, cycle times, risk mitigation while improving data quality to improve operations. These services should be based on a cloud platform to create more efficient processes thereby leveraging the right people in the right roles using advanced technology to increase scale and productivity. The solution should also enable teams to view data in real time — optimizing the way they work — while allowing them to take proactive and adaptive approaches to decision-making while studies are in progress. A cloud-based solution also effectively transforms group communications by allowing teams to collaborate virtually and globally, staying connected and informed with social media and mobile messaging features.

R&D in many pharmaceutical companies is going through significant challenges due to declining productivity and increasing costs of clinical trials. The marketplace needs solutions to help mitigate these challenges through enhanced collaboration between stakeholders, allow for better decision-making through real time analytics, and reduce overall costs through adaptive and remote monitoring.

## Remote and Risk-Based Monitoring

Centralized and remote clinical trials monitoring is clearly an emerging trend. Initially,



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these activities were focused primarily on large-scale, late-phase studies. Today, with increasing opportunity to apply technology and enhance visibility to data, clinical trials are shifting to hybrid monitoring models and risk-based triggered monitoring across earlier phase studies. For improved efficiency, remote monitors need to have the ability to collaborate with their field monitor counterparts to shift the burden of administrative support, site support, and data/document management.

However, this model is only effective and highly efficient with the application of robust technology that creates complete transparency of information and data.

## Clinical Transformational Benefits Equal Actionable Outcomes

Any clinical transformation solution should engage all members of a clinical team with user-friendly tools that enable them to benefit from more time-savings and efficiencies, directly resulting in greater clinical trial produc-

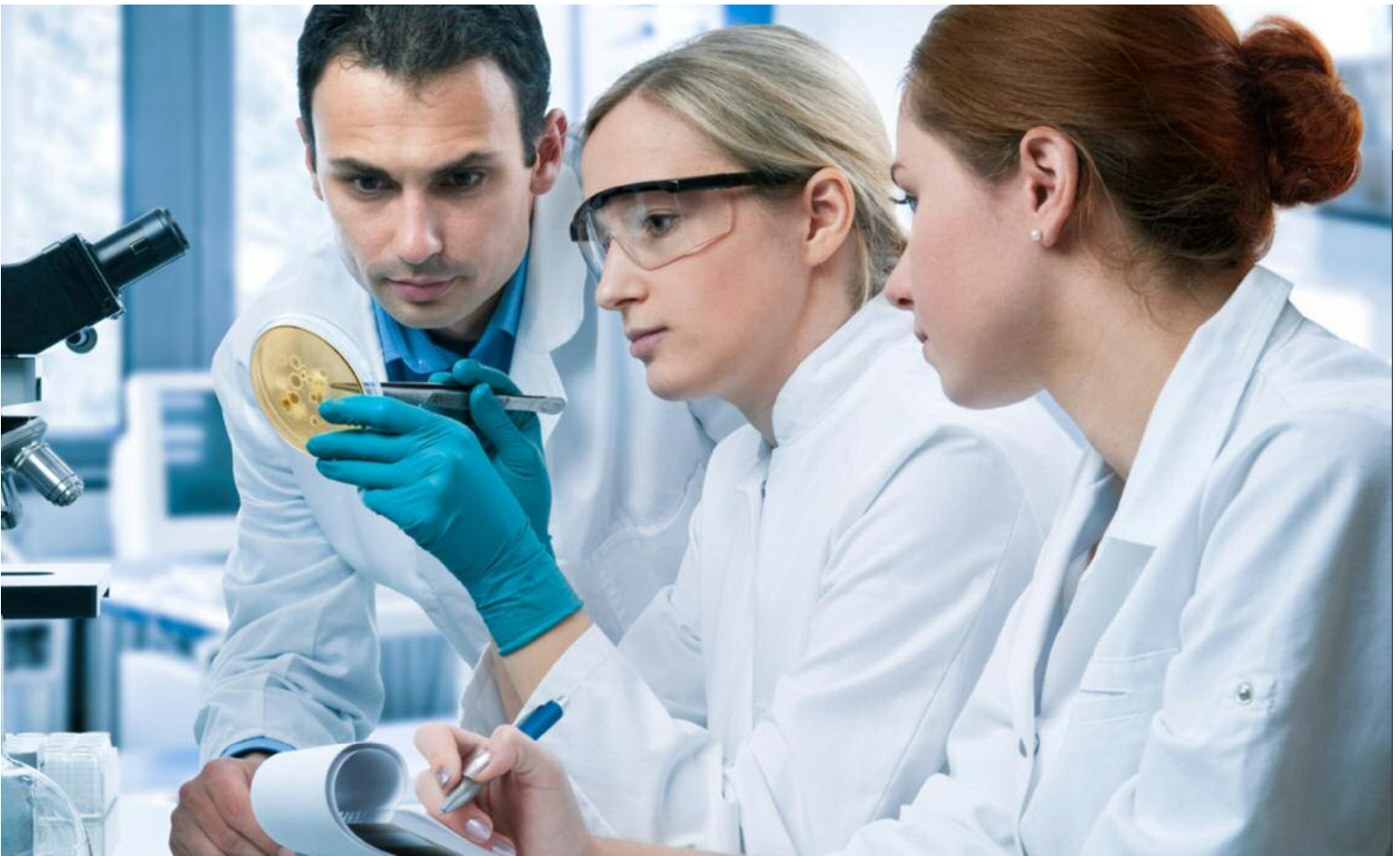


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tivity, quality, and compliance. The solution needs to transform traditional clinical operations to be more agile, innovative, and efficient. The end goal is overall risk reduction and a significant improvement in communications, collaboration, quality, and compliance to improve the overall clinical development cycle and reduce costs through increased productivity. **PV**

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