

## Tools of the Trade



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

### BIO Launches BizLink

**TRENDING NOW:** New resource connects biotech and pharma companies with service providers.

**T**HE BIOTECHNOLOGY INDUSTRY ORGANIZATION (BIO) has launched BIO BizLink. Powered by OnDeckBiotech, BIO BizLink is positioned to become the industry's leading resource for connecting biotech and pharma with an unparalleled community of service providers, including preclinical and clinical contract research organizations (CROs), contract manufacturing organizations (CMOs), and regulatory consultants.

This resource allows biotech and pharma companies to save valuable time and resources by quickly and easily identifying qualified vendors for upcoming projects.

"BIO BizLink fills a critical need for today's life sciences industry," says Jim Greenwood, president and CEO of BIO. "This resource will allow biotech and pharma companies to save valuable time and resources by quickly and easily identifying qualified vendors for upcoming projects."

OnDeckBiotech, the software developer that powers this new service, indicates that its system has already demonstrated significant savings in time and administrative costs for vendors, biotech companies, and pharmaceutical companies. The service helps a biotech or pharma avoid weeks of searching and evaluating vendors. The service also accelerates connections and facilitates the exchange of data confidentially to help expedite the development process.

On BIO BizLink, vendors maintain a no-cost company profile, including an overview of services, reviews provided by past clients, in-

troductions to key personnel and background documents such as brochures and facility tours. Biotech and pharma companies enjoy free access to this information about the vendor community, as well as complementary tools and resources to help accelerate the development process while protecting their intellectual property.

BIO BizLink was developed and launched as a cooperative effort by BIO, BIO state and regional affiliates, and OnDeckBiotech. Accordingly, members of BIO and BIO state and regional affiliates receive certain privileges through the platform not available to non-members, including discounts and expanded access to the platform's dedicated advisors. Current affiliates include:

- » AZBio
- » BayBio
- » BioKansas
- » Colorado Bioscience Association
- » Delaware Bio
- » Georgia Bio
- » Indiana Health Industry Forum
- » MassBio
- » MichBio
- » MOBIO
- » Montana Bioscience Alliance
- » Virginia Bio



Jim Greenwood

▼ For more information, visit <http://biobizlink.com>

### Cegedim Relationship Management Announces Integrated Advanced Analytics for AggregateSpend360

Cegedim Relationship Management has released a new analytics dashboard, Transparency Insights, which integrates with its aggregate spend and transparency compliance solution, AggregateSpend360. The solution allows pharmaceutical and medical device companies in the U.S. to take their aggregate spend and transparency data beyond compliance reporting, to conduct advanced business analytics that will help them make more informed compliance decisions and identify any vulnerabilities or risks to compliance adherence.

While most aggregate spend solutions provide



Bill Buzzeo

the necessary legal view of the data, the new Transparency Insights dashboard provides a more analytic view of key metrics in compliance performance monitoring. Business insights that are derived from transparency data enable companies to perform more in-depth analysis that can increase the efficiency of their compliance programs. These types of metrics, which provide a 360° view of customer's payments, include year to year trending of spend by HCP and activity type; spend by nature, purpose, specialty, top recipients, and other criteria; average cost for particular activities; spending patterns for corresponding HCPs; and more.

"Our new dashboard not only provides new insight for our clients to analyze their compliance programs, but also the ability to filter pre-built metrics that are most important to their company," says Bill Buzzeo, senior VP, business development, for Cegedim Relationship Management.

AggregateSpend360 saves invaluable time and

internal resources by streamlining the tracking and reporting process with fully proactive measures based on aggregate spend transparency regulations, and requirements for state, country, regional, and global markets. Available in the cloud, this comprehensive data management and reporting service collects expenditure transactions, and links them to a single customer view. AggregateSpend360 then automatically generates reports to satisfy unique compliance requirements through prebuilt templates according to each transparency regulation.

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

### Quintiles and Modern Marketing Concepts Launch Innovative Marketing Analytics Platform

Quintiles and Modern Marketing Concepts have

launched a new marketing analytics platform that enables Quintiles to optimize sales and marketing efforts on behalf of its U.S. commercialization customers. Through this collaboration, Quintiles and MMC combine proprietary channel preference data with the innovative Next Action Marketing platform to create optimized physician communication strategies that align with their preferences and behaviors.

“As physicians and the healthcare industry evolve, we need real-time data analytics to maximize our outreach efforts and ensure we are utilizing the most effective ways to reach physicians,” says Daryl Gaugler, senior VP, commercial solutions, Quintiles. “By weighing channel preferences against actual response rates, our new analytics platform tracks contacts and gauges each channel’s effectiveness – enabling us to optimize our outreach efforts to best meet the needs of our customers and physicians alike.”

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

## UPDATES

**Parexel** has launched a new version of its industry standard **CLINPHONE RTSM** services designed to help clients start clinical trials more quickly. The leading-edge randomization and trial supply management (RTSM) solution has been used in more than 3,000 studies involving more than 400,000 sites and 2 million patients since 1993.

Addressing these issues, ClinPhone RTSM can be more rapidly implemented using pre-built, interactive Web modules for patient, supply, and site activities common to every study. Parexel Informatics can also streamline system review and approval for clients via an efficient visual design approach.

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

**Clinical Trial Optimization System** from **TRIAL-NETWORKS**, now part of DrugDev, has introduced of its latest app. TrialNetworks Charting provides sponsors and CROs with visual intelligence into the study’s progress toward goals by region, country and site.

Charting automatically integrates data from external clinical systems (e.g. IXRS, CTMS, EDC) with operational metrics captured by the TrialNetworks platform (e.g. site activation status, final patient visit dates) to analyze performance over time and compared to plan. This level of insight enables study teams to quickly identify trends, make actionable recommendations and provide executive management with clear reports without spending time consolidating disparate and inconsistent spreadsheets.

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

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