

## Tools of the Trade



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

### ▶ CenterWatch and Study Scavenger Partner for Mobile Trials Solution

**TRENDING NOW:** The companies are partnering to provide sponsors, contract research organizations, research centers, and patients a mobile solution for clinical trials.

**S**tudy Scavenger, a bilingual smartphone app that allows subjects to search for clinical research studies, and CenterWatch are partnering to provide sponsors, contract research organizations, research centers, and patients a mobile solution.

Over the past five years, worldwide mobile app use has grown at a rate of 251%, outpacing the growth of stationary Internet use by a factor of 15.

With Study Scavenger's technology, a potential volunteer can search for research studies by location or perform an advanced search, which allows patients to enter their age, ZIP code, health conditions, distance willing to travel, and requested stipend to locate clinical studies meeting their personal, health, and financial needs.

For pharmaceutical companies, the partnership between Study Scavenger and CenterWatch optimizes the money spent on patient recruitment advertising while providing motivated patients the ability to find studies that meet their personal needs.

CenterWatch launched the Clinical Trials Listing Service (CTLS) in 1994 with the sole mission to provide patients and healthcare providers a central location for finding clinical trials.

"We're very excited about this partnership, as the app serves as a new distribution channel for patients and healthcare providers to learn about and potentially participate in clinical trials," says Joan Chambers, chief operating officer of CenterWatch. "The app, combined with our wide range of channels, reaches a broader audience, ultimately serving the overall clinical trials enterprise."

"We are delighted to have CenterWatch as our partner, and we are thrilled to bring the combined product to the research industry," says Kerri Weingard, founder and CEO of Study Scavenger.

▶ For more information, visit [studyscavenger.com](http://studyscavenger.com) or [centerwatch.com](http://centerwatch.com).



Kerri Weingard

### UPDATES ▶

**Model N** has released the latest version of its **INTERNATIONAL REFERENCE PRICING (IRP)** offering, an enterprise-grade SaaS solution that helps pharmaceutical and biopharmaceutical companies that sell into multiple countries maximize pharma prices and reduce margin erosion. The latest version provides users with an enhanced user experience, improved data verification processes, and new simulation modeling capabilities.

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

**StayinFront** has extended its **TOUCH MOBILE APPLICATION TO WINDOWS 8 PROFESSIONAL PLATFORM**. The StayinFront Touch mobile sales app enables field teams to know more about their accounts. Currently available for Apple iOS and Android, the addition of Windows 8 Professional means StayinFront customers can take advantage of even greater hardware flexibility.

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

### Communication Expert Launches New App Library

A new app, CommunicApp, is a virtual library of customized communication learning tools that walks users through a step-by-step process to prepare for any type of meeting, presentation, or event. Individuals can enter information into tailored templates to develop messages, storylines, and customize talks for specific presentations and projects.

The app can be further customized to enable users to load slides, notes, and proprietary information company announcements, into the app for specific projects.

The app was created by Karen Friedman, a communications expert. Author of *Shut Up and Say Something: Business Communication Strategies to Overcome Challenges and Influence Listeners*, she heads Karen Friedman Enterprises, which helps business professionals become more powerful, persuasive communicators.

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

### RxVantage Unveils Free iPhone App for Pharma Reps

RxVantage has released the RxVantage iPhone application. The new tool is an added feature at no cost to premium reps who already use the RxVantage platform to communicate with medical practices through the use of its scheduling application and suite of software tools.

"This app has been in high demand by reps who use RxVantage every day to book and communicate with the busiest medical providers in the United States," says Daniel Gilman, co-founder and president of RxVantage.



Daniel Gilman

"Reps can now access all of the efficiencies and opportunities created by RxVantage from anywhere via native iOS app."

Features of the RxVantage mobile application include the ability to view calendars of busy medical practices; book appointments from any iOS device; confirm upcoming appointments; view medical provider details and office preferences and rules and communicate with medical practices via messaging.

The RxVantage iPhone application is optimized for iPhone 5 and compatible with any device running iOS 6, including iPhone 4, iPhone 4S, iPhone 3GS, iPod touch, and iPad. Native mobile apps for other devices, including Android and Windows, are currently in development.

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

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