

Developing Long-Term Partnerships via Phase Forward's CRO Advantage Program

The market for conducting clinical trials has changed dramatically in recent years. As biopharmaceutical and medical device companies seek to remain competitive, they are adopting Electronic Data Capture (EDC) to achieve new efficiencies and improve data visibility. Many functions are being outsourced

so that companies can better focus on core competencies. The resulting business landscape provides a new range of opportunities for Contract Research Organizations (CROs) who can expand their capabilities and business models to take advantage of this dynamic environment. Phase Forward has announced a new partnership offering – the CRO Advantage Program – to better equip CROs to meet emerging market needs. Participating companies benefit from flexible pricing, training and certification, business development and marketing support, and true governance of the partnership to help ensure that performance goals are met.

CRO Advantage Program: Highlights

Phase Forward is committed to assisting CRO clients achieve success for the short and long term. “Going the distance” requires a technology partner to adjust offerings on an on-going basis as market needs dictate. Because of its market leadership position, Phase Forward is uniquely qualified to be responsive and remain focused on the market dynamics between CROs and their sponsors. The flexible structure of Phase Forward's CRO Advantage Program underscores this commitment.

- **Customized Structure:** The key objective of the program is to create a win-win relationship for both the CRO and Phase Forward. The process begins by creating strategic goals and aligning resources appropriately.
- **Flexible Pricing Options:** CRO partners can benefit from new pricing models including preferred pricing when bidding on studies outsourced by Phase Forward's Enterprise Adoption customers.
- **Business Development Support:** Phase Forward is prepared to leverage its extensive global business development structure to support and assist RFP responses, joint selling and bid defenses, and the provision of referrals.
- **Flexibility in Adoption Models:** CROs can select between ASP, in-house, or some combination where select services may be outsourced back to Phase Forward. Flexibility in adoption allows CROs to move between different models at their own pace.
- **Partnership Governance:** To ensure the partnership is proceeding according to plan, quarterly reviews are performed. Plans for joint promotions and resource sharing are part of the discussion during these reviews. This forum also serves to provide future direction for the partnership.
- **Promotional Support:** A combination of co-marketing programs includes: PR, joint attendance at shows, speaking engagements and Web presence, helping ensure that the Phase Forward-CRO partnership is promoted.
- **Training Certification for CRO Colleagues:** Training can be performed either face-to-face or Web-based and ranges from initial study set-up to study conduct. Recipients of training include CRO colleagues and investigator sites, as needed.

Phase Forward's CRO Advantage Program is designed for the CRO that wants to commit to a long-term strategic partnership and is interested in investing in its own capabilities while capitalizing on new growth opportunities.



Meeting Sponsor Needs

The competitive environment for drug and device development has spawned new behavior among pharmaceutical, biotechnology and medical device companies aiming to identify ways to gain competitive advantage in successfully bringing their products to market. Three particular areas of focus are:

- Identifying new potential efficiencies that accelerate development efforts and reduce costs
- Outsourcing select functions not considered to be a core competency, thereby leveraging partners' strengths
- Establishing a platform strategy that allows integration of data across applications, to yield the most comprehensive understanding of study results

CROs Respond to Rapidly Changing Environment

CROs have responded to market dynamics by revisiting their own strategy of sponsor and technology partnerships, scope of services, internal capacity and specialty areas – often developing a niche focus to take advantage of the new environment. With federal authorities requiring more stringent risk assessment, intervention, monitoring and post-marketing studies, and sponsors seeking more robust and timely information, CROs are experiencing new opportunities. As CROs work to expand their global presence, they are undertaking a variety of initiatives to enhance their offering such as:

- Incorporating data standards into their work product to facilitate interoperability
- Investing in their own expertise in industry-leading platforms to entice sponsors to select them in competitive bids
- Offering EDC training and certification programs for CRO colleagues and investigator sites
- Expanding their service offerings in specialty areas such as pharmacovigilance

To achieve maximum success, CROs are requesting that their technology partners offer greater flexibility in structuring deals, and provide more support in the competitive bidding process. Once the business is secured, CROs need different ways to work with their partners to expand expertise and achieve new efficiencies in delivery. These requirements form the basis for Phase Forward's CRO Advantage Program.

Building a Strong EDC Foundation

Deployment of electronic data capture (EDC) is the cornerstone of many CRO offerings since it has become the preferred means to improve trial efficiencies and enhance data visibility. This evolution towards EDC has been driven by the fact that many sponsor companies have standardized on EDC solutions and specific EDC platform capability has emerged as a significant decision criterion for many sponsors when outsourcing to CROs. Selecting an EDC market leader as the platform of choice increases a CRO's alignment with their sponsors. Coupled with superior partnership support, this ultimately improves the competitiveness of the CRO in the marketplace.

For more information regarding Phase Forward's CRO Advantage Program, please email: croadvantage@phaseforward.com

Phase Forward is a leading provider of integrated data management solutions for clinical trials and drug safety. The company offers proven solutions for electronic data capture (InForm™), clinical data management (Clintrial™), clinical trials signal detection (CTSD™), strategic pharmacovigilance (WebVDME™ and Signal Management), adverse event reporting (Clintrace™) and applied data standards (WebSDM™).

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