

Keeping Pace

WITH THE

CHANGES IN CLINICAL OPERATIONS

- ▶ The clinical operations function is a crucial element in the overall success of a pharmaceutical organization, and like the rest of the industry, the individuals who are on the clinical front line are facing pressure to do more, faster, better, and of course, more cost-effectively. PharmaVOICE asked industry experts to find out how the changing environment is affecting clinical operations.

Sound Bites From the Field

PHARMAVOICE ASKED INDUSTRY LEADERS TO IDENTIFY WHAT THEY BELIEVE IS THE GREATEST CHALLENGE FACING THE CLINICAL OPERATIONS FUNCTION TODAY AND DISCUSS HOW THAT DIFFERS FROM ISSUES FACED IN THE PAST AND WHAT NEW ONES MAY LIE AHEAD.



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Worldwide, Clementon, N.J., a clinical research company committed to helping find safer and more effective treatments to central nervous system disorders. For more information, visit criww.com.

“With increased competition among research sites, and more vehicles to reach potential patients, the most significant challenge has become how to recruit the best possible patients in the most efficient and timely manner. In the past, sites could ‘speculate’ as to the

expected rate of enrollment on a trial. With increasing costs and pressure on sponsors, sites are now being held accountable in delivering on stated timelines. We are integrating new technology, and closely linking our investigators with the community, to share information regarding ongoing and upcoming clinical trials and to provide complete accessibility, including transportation, evening hours, and around-the-clock access to physicians. In the future, sponsors will require sites to adhere even more strictly to enrollment timeline projections. Performance metrics will drive premium pricing with top performers, and exclude underperformers. Ultimately, sponsors will be looking for ‘super sites’ that can recruit large numbers of patients reliably at lower costs.”