KNOWLEDGE SHARING SERIES

Should Technology Vendors Sit at the Sponsor Table

The Power of RTSM Problem Solvers on Your Team

Bringing crucial medicines to those who need them, faster.

4GCLINICAL.COM

About 4G Clinical

4G Clinical is driven by a single purpose: bring crucial medicines to those who need them, faster. 4G Clinical believes that the way to accelerate clinical research is by disrupting the way trials are executed. That's why we have revolutionized RTSM (randomization and trial supply management) and supply forecasting capabilities and services from the ground up.

4G Clinical is committed to helping sponsors and CROs follow the science, wherever it may lead, as quickly and as safely as we can. While we will not discover the next novel compound in the lab, we are doing our part by leveraging our extensive experience and technological innovations to bring speed and agility to clinical trials.

"We reduce the time it takes to commercialize vital medications by delivering validated, easily extendable RTSM capabilities to Pharma and CROs faster than anyone in the world."

About 4G's RTSM

4G's RTSM platform, Prancer RTSM®, utilizes natural language processing alongside integrated clinical supplies forecasting and management functionality to slash development timelines, increase operational efficiencies and offer exceptional quality.

"Our 100% configurable and agile RTSM is built for the clinical trials of today and tomorrow."

Should Technology Vendors Sit at the Sponsor Table?

The Power of RTSM Problem Solvers on your Team

You spend an enormous amount of time assessing technology vendors through RFIs, pilots and capability presentations. Not only must the technology fit your needs, but you also make a judgement call based on the trust and value of the future relationship. Ultimately, the decision may weigh in favor of someone you can envision your team working well together.

Given how important that relationship is to the success of your studies, should your Project Manager (PM) have a seat at your table when it comes to trial decisions and strategy?

They *should*. However, the PM that is assigned to your account may not be the person you met during the vetting process (and were so excited to work with!) and, what is worse, they may not have the expertise to truly sit at your table.

Let me explain.

A typical PM role at a technology vendor is not a very experienced position. They may have little to no knowledge of clinical trials and/or the complexities that randomization and trial supply management (RTSM) addresses. RTSM are arguably the most complex and critical of eClinical systems. They allow sites to dispense drug to patients, which can have real consequences if not done properly. Why then, are these roles given to PMs lacking depth of industry expertise?

In my experience, it's not that the work isn't getting done. It does however, create two issues. One, it enables a culture of box-checking. PMs are responsible for keeping track of an immense amount of data and that is compounded by an industry that is constantly evolving. The result is at the end of the day, tasks are completed as defined by a company's procedures without a critical eye towards process improvement. No one is providing suggestions and solutions from past experiences. Good news is the client is always right. Bad news is, there is never a dialogue to bring in fresh ideas.

Second, any issues must be escalated through the organization and solutions are brought back down to client-facing staff. Simple questions take longer than they should to address and the responsiveness from the vendor to the client is at risk.

> *"[PMs] must be able to adapt to a continuously evolving and complex industry by receiving, analyzing and processing new information – all while leveraging their expertise to advise the client on the best path forward."*

"Good news is the client is always right. Bad news is, there is never a dialogue to bring in fresh ideas."

What shift needs to happen to change this paradigm? To get the PM to be an extension of your trial team rather than a gate keeper to more senior leaders? The answer is two-fold.

1) **Redefine the PM Role**

Instead of a junior role, PMs (or as we like to call them Client Services Leads) should be filled by RTSM experts with years of industry experience, direct from sponsor organizations. They should bring to the table their own wealth of knowledge, ideas and solutions. This is especially critical during the system build. With 100% configurable systems, there is an incredible amount of design choices. It is critical to work with someone that truly understands how a clinical trial unfolds to help advise on design parameters. In this way, they are problem solvers and advisors, not box checkers. They feel ownership and accountability to find solutions.

2) **Apply Agile Principles to RTSM Software Delivery**

Once you have an expert client services team in place, they should focus on what adds value with the goal of enabling higher quality systems. They must be able to adapt to a continuously evolving and complex industry by receiving, analyzing and processing new information – all while leveraging their expertise to advise the client on the best path forward.

By delivering projects faster and more often, the lines of communication between the vendor and sponsor are strengthened. The client continuously provides input to refine the RTSM and in the same vein the vendor provides feedback.

Start with an expert team. Layer on the focus on agile delivery and communication and you have a services team that is empowered to solve unexpected issues. That's when you will want them to sit at the sponsor table.

5 KEY QUALITIES OF YOUR CLIENT SERVICES LEAD (CSL)

And what questions you should ask yourself before adding them to your team.

About the Author

Kathleen Greenough, Client Services Lead at 4G Clinical, has 16 years of experience in life sciences spanning Clinical Operations, Finance, and IT. Her wide range of solutions implementation expertise includes RTSM, CTMS, trial costing tools, OLAP financial suites and patient enrollment planning. Kathleen has also spent many years as a Clinical Financial Planner and Analyst at a major biotech in Cambridge, MA, gaining a broad and deep understanding of the challenges inherent in Clinical Development. Specializing in software adoption and a frequent speaker at industry conferences, Kathleen is most in her element when working within a user community to facilitate solutions that are insightful and truly helpful.

Download our White Paper: Disrupting Study Start-Up

Still have questions? Contact us today to start a conversation.

Bringing crucial medicines to those who need them, *faster*.

4G CLINICAL

Contact Us

US (Corporate Headquarters)
4G Clinical
370 Washington Street
Wellesley, MA 02481
+1 (781) 694-1400
sales@4gclinical.com

Europe
4G Clinical
Herengracht 124-128, 1015 BT
Amsterdam, The Netherlands
sales@4gclinical.com

Japan
4G Clinical
Room 705 Forecast –
Shinjuku Avenue
2-5-12 Shinjuku, Shinjuku-ku
Tokyo, 160-0022 Japan
+81-12-054-2455
sales@4gclinical.com