

PRECLARUS™: STRATEGIC MANAGEMENT THROUGH PARTNERSHIP



BACKGROUND

During a four-study program with a high-profile, long-term partner, PPD implemented Preclarus as the data solution for the studies. This solution gave our client transparent access to study data, as well as the ability to manage the studies in a unique and strategic way.

OBJECTIVE

Drive internal efficiency for our client and external productivity at PPD by minimizing resource and management duplication and maximizing accountability.

CHALLENGES

A fluctuating and growing pipeline should not be managed by continually increasing and decreasing a client's internal capacity. Our client was faced with the challenge of implementing a new client-CRO management relationship that used resources more strategically to help reduce waste and increase flexibility to pursue opportunities, while still fulfilling regulatory authority expectations on client oversight.

STRATEGY

The current partnership management model was limited due to its tactical, transactional structure, along with redundancies and a lack of standardized systems. Therefore, a new resourcing strategy was implemented across this program to allow our client to focus at a more strategic level, prescribing a strategy that could be implemented by PPD study teams. This new research strategy was based on a fluctuating outsource/resource approach and relied heavily on the transparency of patient and operational data available through Preclarus. By more closely influencing the allocation of its resources, our client was able to better manage a fluctuating pipeline and reduce costs.

RESULTS

With the increased level of trust and empowered authority afforded through Preclarus, our client tailored the study management style to concentrate on strategic oversight and directing outcomes. By "managing by exception," our client was able to focus oversight activities only on areas of risk, enabling PPD to oversee the day-to-day activities of the studies. This new approach was made possible by the increased availability of data afforded by Preclarus, and the ability to drill down into the data. As a part of this new management strategy, PPD was empowered with proposing solutions based on available data and peer-to-peer contact with our client. Our client was easily able to access data, assess PPD's recommendations and act early on study trends. Additionally, our client implemented other changes to help strengthen this new management strategy, including a new approach to understanding internal and external process, modifications to the structure of study kickoff meetings and the addition of weekly functional meetings.