



For Knowledge Center Case Study: Clinical Outsourcing

The Challenge:

A top-five pharmaceutical company needed help assessing its affiliates needs regarding clinical outsourcing and required a plan to improve communication, streamline clinical outsourcing processes and reduce costs.

The Avoca Solution:

Step One-Analysis/Assessment: Avoca conducted a thorough Needs Analysis including in-depth interviews with executives, contract management personnel and operations within the company's fifteen affiliate organizations to understand needs, challenges, issues and opportunities. We developed a comprehensive report which formed the basis for a company decision to launch a global clinical outsourcing initiative.

Step Two-Approach: Avoca assisted the company in developing a short-term and long-term strategy to address the needs identified in the Analysis. This included an analysis of the existing spend, consulting on best practices in clinical outsourcing and development of a detailed plan for launching the initiative. Individual "breakthrough projects" were planned and implemented within the context of the wider, long-term, global initiative.

Step Three-Action: Avoca coordinated the launch and implementation of the initiative involving fifteen companies.

- A global CRO outsourcing initiative was launched with full executive support within the company that so far has resulted in streamlined processes and a reduction in the duplication of efforts and accompanying cost savings.
- Best in Class suppliers were identified
 - Individual activities included planning for and implementing a multi-step, global CRO assessment process and developing web-based technologies for streamlining communication.
- Win-win Negotiations
 - Established the company's framework for negotiation, provided training regarding CRO costing methodologies, and served as a liaison with the CRO finalists.
 - Analyzed the company's financial needs and outlined the financial framework for achieving the greatest cost savings

- Consulted and trained on best practices in Relationship Management including guidelines for issue escalation, metrics collection and performance tracking.