



For Knowledge Center: Consulting Case Study: Strategic Alliances

The Challenge:

A very successful company that provided litigation support to the pharmaceutical industry for over 20 years wanted to expand its service offerings to include activities to support the conduct of clinical trials.

The Avoca Solution

Step One - Analysis/Assessment

Avoca conducted a thorough feasibility assessment to determine the viability of transitioning the company's workforce to provide a range of services for the pharmaceutical industry. This included contacting over 150 companies from Avoca's network which had the best potential for strategic alliances, and the facilitation of over 30 face-to-face meetings with senior executives from the pharmaceutical industry.

Step Two - Approach

Avoca worked closely with the company's CEO and senior management team to develop strategies for approaching specific companies with the greatest potential for concrete partnering opportunities.

This included:

- Creation of marketing and business development plans to facilitate partnerships for the company's future growth.
- Development of marketing materials to reflect the new service offerings.
- Implementation of a training program for nurses that enabled them to assist in the conduct of clinical trials.
- Preparation of proposals to respond to specific opportunities.

Step Three - Action

As a result of the thorough planning and approach, this company:

- Formed an alliance with an international CRO to use the Avoca-trained nurses for clinical monitoring.
- Was awarded multiple patient recruitment projects for a large pharmaceutical company.
- Continues to expand its service offerings tailored for the pharmaceutical industry.