

# QUOVADIX

## QDX™ Quick Trials

Speeds Time-to-Market and Cuts Trial Costs



Pharmaceutical company and Contract Research Organization (CRO) executives are facing clinical trials that take too long and cost too much. Industry statistics substantiate the claim.

R&D drug development costs are growing as the length, complexity and number of clinical trials necessary to bring a new drug to market increases.

Swelling pipelines will also add to the growing number of clinical trials needed to get New Chemical Entities (NCEs) to market. The opportunity costs of longer trials are staggering in terms of lost revenues and shortened patent protection windows.

A proposed pharmaceutical company business model suggests that future winners will have to achieve greater operational efficiency. In other words, simply scaling up relatively inefficient clinical trial operations won't address pharmaceutical companies' need to boost revenues and cut expenses to meet ever-increasing investor demands. Pharmaceutical companies and CROs need software applications to help speed trial completion rates.



# Automate Trial Management Processes

QDX™ Quick Trials is web-based clinical trial management software that helps sponsors complete trials faster and less expensively by using integrated process management features. QDX Quick Trials empowers employees to proactively manage site personnel, tasks and processes all while maintaining up-to-the minute accountability for trial status and next-steps. The adaptive nature of QDX Quick Trials allows sponsors to build a trial management solution to meet their specific needs.

## Uses Best Practices Of Effective Trial Managers

An average clinical trial can be completed in 26 months. With QDX Quick Trials, it is possible to complete the trial 7.8 months earlier, 30 percent faster, and capture an estimated \$500,000 per day in lost gross sales revenues, which translates to a possible additional \$78 million in gross revenue to the sponsor. Applying this across a sponsor's portfolio could:

- *Significantly boost gross earnings*
- *Bring Return-On-Investment (ROI) to a new level*
- *Gain a first-mover advantage*

We have spent the past few years studying the Best Practices of top performing trial managers. Our findings guided the development of QDX Quick Trials, which incorporates four critical Best Practices into its processes. QDX Quick Trials:

- *Aids in extending patent windows*
- *Cuts research and development expenses*
- *Brings the product to market faster*
- *Positions a product to capture more sales*

### Best Practice #1:

*Immediacy — Proactive and customizable process automation*

**Keep projects moving forward by proactively initiating the next step in the trial process. QDX™ Quick Trials' process automation feature, which incorporates a Standard Operating Procedure (SOP), keeps trial managers moving from task to task — from trial initiation through closeout.**

### Best Practice #2:

*Escalation — With motivational messaging to produce results*

**Identify and act on roadblocks immediately. QDX Quick Trials automates the escalation process. It sends pre-written content to pre-designated recipients on pre-determined dates following missed deadlines. And to better assure on-time performance, it can automatically send reminder messages prior to a deadline.**

### Best Practice #3:

*Peer Pressure — Using performance to motivate underachievers to meet the standard*

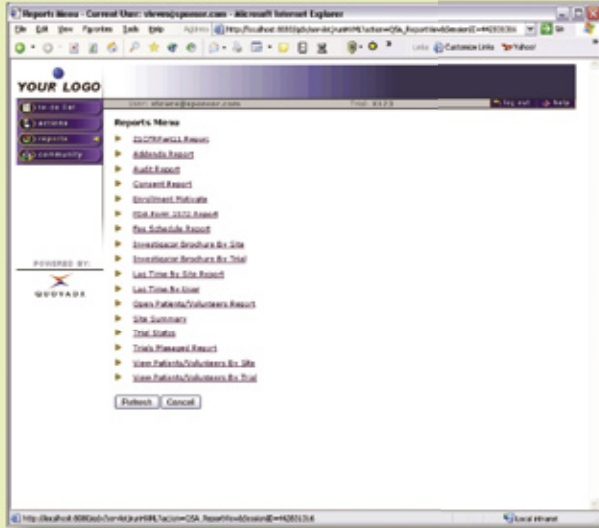
**Use peer pressure to motivate sites to improve performance. QDX Quick Trials summarizes and displays site performance metrics to other sites contributing to a trial.**

### Best Practice #4:

*Payment Incentives — Tying payments to achieving milestones*

**QDX Quick Trials isolates and emphasizes performance incentives. QDX Quick Trials sends a message to a payments system activating an incentive bonus when a site achieves a milestone. When a milestone deadline is missed, QDX Quick Trials triggers an escalating reminder process.**





Industry sources estimate that potential daily losses for delayed clinical trials total more than \$500,000<sup>1</sup> for the average selling drug. For drugs that become top sellers this figure can rise to \$3 to \$4 million per day.

- **Exceeds ROI expectations — completes trials up to 30 percent faster and captures more gross sales by extending patent protection windows**
- **Meets operational requirements — reduces average clinical trial costs by up to 25 percent**
- **Protects capital investments in legacy systems**
- **Increases trial management performance at even the highest experience level**

## Find Out More — Free White Paper

To receive a free copy of the QUOVADX White Paper, "Clinical Trial Management Systems: The drive toward operational efficiency, better speed to market and cost control," which discusses current pharmaceutical industry business trends call 1-877-380-5937 or +1-770-423-8450 or email [solutions@quovadx.com](mailto:solutions@quovadx.com).

<sup>1</sup>Forcinio, Hallie, "Clinical trial packaging," Pharmaceutical Technology, no. 8 August 2000, pp. 54-62.

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