



# Plan and manage clinical trials with clarity and confidence

Accurately identify opportunities and avoid obstacles throughout the clinical trial process with IMS Health Clinical Trial Optimization Solutions

# Deliver on-time, on-budget clinical trials — by confidently planning and managing the process using real-time insights

Clinical trials habitually run over schedule and over budget. The costs of trial over-runs are staggering: an average of \$35,000 per day delay, plus the millions in lost revenue opportunities.

## CLINICAL TRIAL challenges

48% of trial sites  
miss enrollment targets\*

80% of trials run  
behind schedule

11% of investigators  
never enroll  
a patient

Grants increase  
an average of 7%  
per year

\* Tufts Center for the Study of Drug  
Development, 2013

### MAP THE BEST COURSE WITH EARLY FEASIBILITY AND PLANNING...

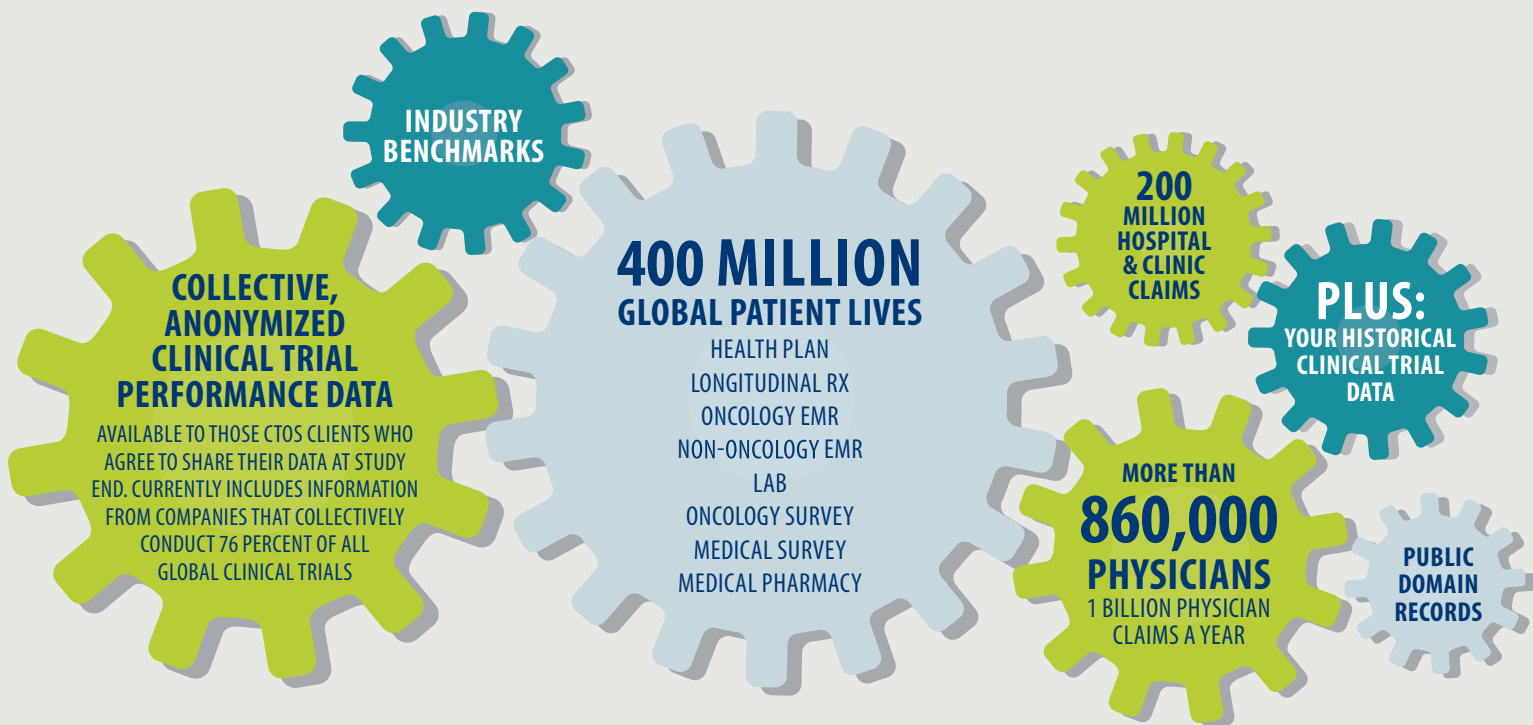
Now, using IMS Health Clinical Trial Optimization Solutions, you can efficiently model multiple courses of action using the most complete global data with the full understanding of fair market value and standard of care. Negotiate grants with confidence with the full understanding of fair market value and standard of care to ensure full reimbursements. Then, develop several pathways to take your trial from plan to completion, and compare the time and cost consequences of each.

### ...ADJUST TO CHANGING CONDITIONS WITHOUT EXCESSIVE DELAY AND COST

As your trial moves forward, leverage IMS Health Clinical Trial Optimization Solutions to identify any new challenges or opportunities, based on changing conditions. Compare options to discover the fastest and least expensive alternatives to help keep your trial on track for successful completion.

**IMS Health Clinical Trial Optimization Solutions enables early identification of trial challenges, allowing you to make informed action plans to avoid them.**

To learn more about this powerful suite of data-driven software solutions, call 484.567.6343 or email your questions to [clinicaltrials@IMSHealth.com](mailto:clinicaltrials@IMSHealth.com).



**100,000**  
 individual sources  
 & suppliers

**17.5**  
 petabytes of  
**DATA**  
 annually

**39 billion**  
 healthcare  
 transactions  
 per year

**1,000+**  
 biostatisticians, analysts,  
 economists, clinicians & other  
 advanced experts

**5,000+** PROJECTS  
**PER YEAR,**  
 serving the top 15  
 pharma companies

## Clinical trial forecasting — Powered by the extraordinary healthcare data resources from IMS Health

Accurate forecasting and planning start with insights into the difficulties that can be foreseen and the actions that are taken to address or avoid them. These insights come from leveraging multiple types of data, analyzed to enlighten the problem set and used at key points in the decision process. IMS Health offers you the most extensive healthcare data resources in the world, checked and standardized through the most rigorous and advanced systems in the industry.

Clean, HIPAA compliant and standardized through IMS Health protocols for the most consistent and accurate outcomes.



## FORECAST, MANAGE AND REPORT ON YOUR STUDIES WITH CONFIDENCE

### Assess

with a 360-degree view of your market landscape

### Analyze

variables that impact your ability to execute

### Operationalize

with real-time insights to optimize your course and ensure delivery against plan

#### Competitive and Market Intelligence

- Incidence and prevalence
- Competing products currently on the market
- Analysis and feasibility services

- I/E criteria analysis
- Site profiling
- Patient profiling
- Risk factors to recruitment
- Standard of care impact
- Recruitment and retention challenges

- Competitive landscape monitoring
- Course correction insights based on market data

#### Enrollment Planning and Forecasting — IMS Health StudyOptimizer™ and SiteOptimizer™

- Industry enrollment benchmarks
- Industry dropout rates
- Site identification in relevant indication
- Site start-up and performance metrics
- Site access to relevant patients

- Site-to-patient proximity
- Operational plan time and cost impact
- Optimal start-up plan and contingencies
- Optimal country allocations
- KPI correlations

- Real-time forecasts of trial completion
- Budget projections
- Rescue plan modeling
- Patient recruitment campaign ROI
- Protocol amendment impact
- Contingency site analysis and recommendations

#### Cost Benchmarking and Forecasting — IMS Health GrantPlan™, StandardOfCare™, CostPro™ and IISiS™

- Fair market value of investigator grants
- Procedures routinely covered by third-party insurers in a given indication
- Site-level counteroffer and comments
- Grant negotiation timelines
- Fair market value of outsourcing activities
- Fair market value of activities in investigator-initiated studies

- Detailed line item costs
- Forecasting for cost per patient by phase, indication and country
- Industry benchmarks and historical data for sites and activity level
- Standard of care procedure details by visit
- Cost analysis per study by category, pass-throughs
- Country and site-level overhead
- Current negotiation status
- CRO RFP analysis and evaluation

- Detailed site-level budgets, long-range forecasting and cost containment
- Country and site allocation feasibility and compliance considerations
- Ongoing budget management, adjustment and justification
- Investigator grant negotiation and status
- CRO RFP status and selection
- Data to support Sunshine Act requirements

#### Full-Service Data-Driven Software Solutions

- Recommended country participation
- Locate target subjects and sites
- Conduct early risk analysis

- Operational impact of competitive products
- Recommended operational plan
- SWOT analysis of program plan
- Recruitment and retention considerations

- Development of site list vs. site master file
- Management of strategy, enrollment performance and cost
- Seamless service offering with dedicated FTE

IMS Health StudyOptimizer™  
**Optimal Enrollment Plans**

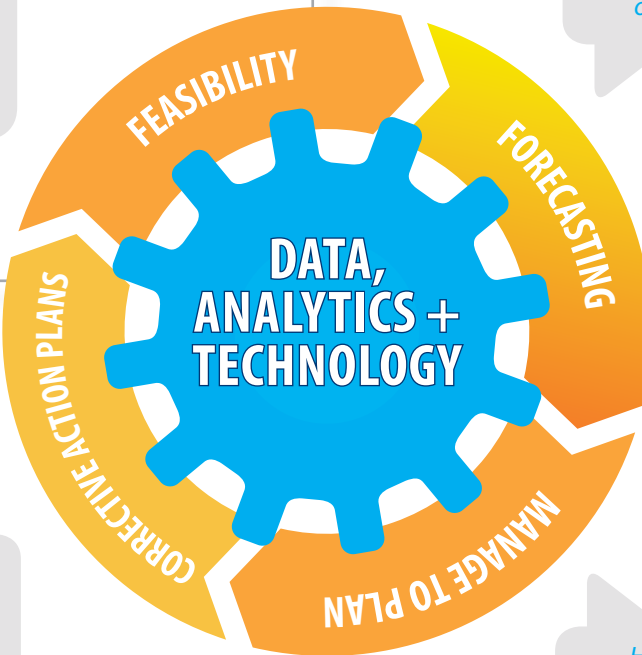
- Model various enrollment alternatives and their budget impacts
- Predict enrollment outcomes with precision based on study performance
- Monitor and report on progress

*What plan variables impact time and cost?*

*Based on the predictive forecast, will we achieve the plan goal?*

*What procedures in our trial can be reimbursed through various insurance plans, and at what level?*

*How much should we be saving?*



IMS Health SiteOptimizer™  
**Productive Sites**

- Pinpoint investigators and sites with a track record of success
- Avoid nonproductive sites or those that have compliance issues
- Easily identify the patient location for specific diseases
- Identify investigators with the most patients for certain indications

*Which sites consistently float to the top of our trials?*

*Which sites have access to the most patients for specific diagnoses?*

*What are investigators currently paid for similar studies — by procedure, country, patient?*

*How can we be sure we're negotiating fair market rates?*

IMS Health StandardOfCare™  
**Achieve 20% Savings**

- Avoid paying study sites for procedures that are routine care for a trial subject
- The only tool on the market that identifies 'standard of care' procedures with a single click
- Based on roughly a billion physician claims and another 200 million hospital and clinic claims
- Addresses private and public insurance plans
- Use of this tool has led to published savings of 20% in a typical Phase III Study

IMS Health GrantPlan™  
**Confident Negotiation**

- Eliminate grant guesswork
- Review by procedure, visit, patient level and more
- Track and manage all your grants through the course of the study
- Based on most recent actual budgets

**BETTER FORECASTING FROM BETTER DATA**

**FOCUS ON THE ANALYSIS**

WITH HELP FROM THE IMS HEALTH IMPLEMENTATION & SUPPORT TEAM

- > Installation and configuration support, including data mapping
- > Integration of your historical data
- > Training and troubleshooting
- > Study support, such as helping with benchmarking and analysis



## **IMS Health Clinical Trial Optimization Solutions**

IMS Health  
One IMS Drive  
Plymouth Meeting, PA 19462  
USA  
Tel: +1 855 342-0016  
ClinicalTrials@imshealth.com

For all office locations, visit: [www.imshealth.com/locations](http://www.imshealth.com/locations)

## **ABOUT IMS HEALTH**

IMS Health is a leading worldwide provider of information, technology, and services dedicated to making healthcare perform better. With a global technology infrastructure and unique combination of real-world evidence, advanced analytics and proprietary software platforms, IMS Health connects knowledge across all aspects of healthcare to help clients improve patient outcomes and operate more efficiently. The company's expert resources draw on data from nearly 100,000 suppliers, and on insights from 39 billion healthcare transactions processed annually, to serve more than 5,000 healthcare clients globally. Customers include pharmaceutical, medical device and consumer health manufacturers and distributors, providers, payers, government agencies, policy makers, researchers and the financial community. Additional information is available at [www.imshealth.com](http://www.imshealth.com).