

Case Study: Clinical Research Services – Market Study

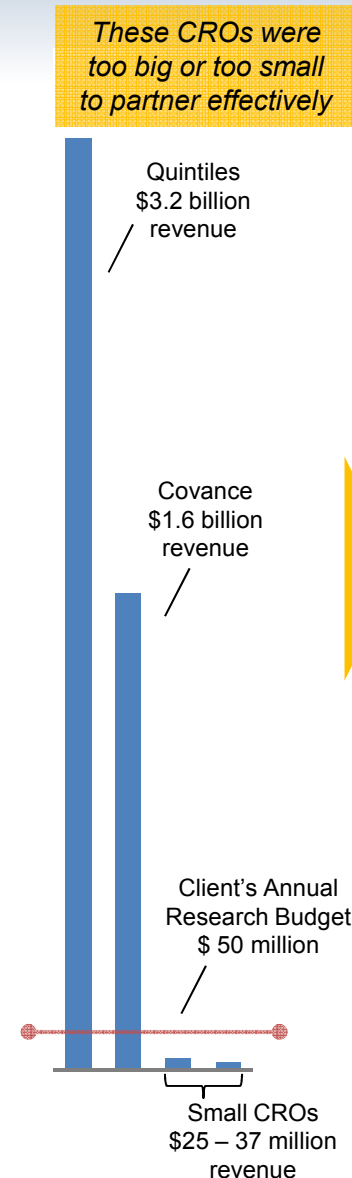
Pharmaceutical Manufacturer identified “best fit” firms for complex clinical outsourcing

Situation

- Client: Pharmaceutical manufacturer with approximately \$1.7 billion annual revenue and a therapeutic focus on pain management
- Clinical research had been outsourced years earlier to firms such as Quintiles and Covance
- Client was highly dissatisfied by the performance of large CROs. Drug development suffered due to CRO staff churn, low quality data, and lack of attention by senior management at the CROs.
- Attempts to migrate to smaller CROs failed due to lack of resources at the several smaller firms known to the client’s staff
- Both large and small current CROs seemed to be learning pain management at the client’s expense

Approach – Find a “Right-Sized” Partner for Pain

- The client embarked on a market intelligence effort to identify CROs with a high degree of experience in pain management
- Potential partners would need to be appropriately sized relative to the client’s budget. The client’s business should represent at least 10% but not more than a 40% share of the CRO’s business
- The client engaged Transpac Access to research the domestic CRO market, develop a detailed RFI and collaborate with potential new CRO partners to gather detailed information about their capabilities and experience
- Transpac used a web-based eRFx platform to ease data gathering and promote uniform quality of responses by the CROs. Later, the client’s clinical operations staff used the platform to grade and rank new potential CRO partners.



Market Intelligence identified four very viable partners

Results

Premier Research
57 recent pain studies
\$129 million revenue

Constella Group
13 recent pain studies
\$62 million revenue

Medpace
4 recent pain studies
\$91 million revenue

Chiltern Int'l
7 recent pain studies
\$103 million revenue

