



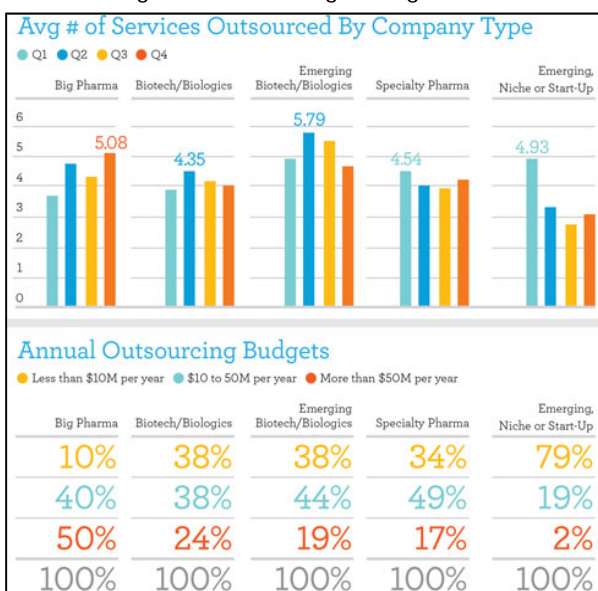
Clinical Outsourcing Strategies in 2012: Find the Niche

The CRO market is projected to grow again in 2012 due to the pharmaceutical industry's increased investment in outsourcing. When it comes to choosing a CRO, drugmakers want the niche vendors.

The Contract Research Organization market is one that seems to have weathered the global economy melt-down. As reported in July 2011 ([Clinical Trial Market Expected to Grow 50% by 2015](#)), global revenue for CROs is expected to surpass 32 billion USD. According to investment firm, Morningstar, CRO revenue increased 11.1 percent in 2011 with growth expected to accelerate in 2012.

Pharmaceutical companies, however, are faced with the challenges of reducing costs, improving drug-development processes and reducing time to market. This being said, the primary reason for CRO success in 2011 was the rise of the "strategic partnership model" between pharma companies and CROs.

Drug development outsourcing is an estimated 20 billion USD per year business, according to Outsource Magazine. Pharma companies allocate up to 50 percent of their budget for outsourcing strategies.



Source: pharmaapro.com

What is being outsourced?

Pharma companies outsource a considerable amount of clinical work including site monitoring. But analytical services like data management and study statistics are also increasingly outsourced. Strategic outsourcing now focuses on technology services as well. Technical services in laboratories and medical imaging are crucial for the clinical part, but the increase of "eClinical" trial management has called for outsourcing services in ePRO, IVRS and other technologies.

Full-service or Niche?

With the adoption of the strategic-partnership model, drugmakers need to evaluate how to pick their partners. Ideally, pharma companies are looking for a long term relationship with a CRO, a partnership built on trust and quality results. Morningstar reports that this type of partnership model has been key to CRO success and growth.

However, outsourcing strategies have inevitably become more complex. Regulatory authorities are holding CROs just as accountable for drug safety and data quality as their pharma partners. As Outsource Magazine reports, "measurement of quality in CRO deliverables is now a requirement in every outsourcing relationship".

The key strategy for drugmakers is to find CROs with an area of expertise.

One of the biggest concerns surrounding full-service CROs is poor project governance. There is a lack of clarity and communication throughout the different steps of the project. The "governance gap" can create problems when it comes to patient safety and data quality. Smaller CROs tend to be more flexible, pay more attention to quality and respond quicker to customer needs. To improve governance, an outsourcing strategy should include careful vendor selection in terms of quality, capabilities and expertise and cultural considerations.

Functional Service Outsourcing Strategy

This strategy is becoming increasingly more adopted in pharma outsourcing. CROs that specialize in biometrics and clinical trial management become FTE, or Full Time Equivalent- partners. According to the Clinical Research Society, functional outsourcing to local and niche CROs for data management is becoming the norm for outsourcing strategies. Another important consideration being taken by drugmakers is whether CROs are functional experts rather than simply clinical experts.

How has CROS NT adapted to this strategic partnership model? Being a CRO focused on biometric services, CROS NT intends to provide only the highest quality analytical services and form long term partnerships with pharma companies. Another strategy adapted in this past year for CROS NT has been the formation of partnerships with clinical CROs who are experts in their field and geographic region to provide the ideal outsourcing package.

CROS NT Announces Further Expansion into the UK Market

CROS NT announces the next phase of its European expansion with the hiring of a new Vice President and the establishment of a UK office.

CROS NT is starting the new year by announcing its expansion into the United Kingdom. After successfully expanding operations into Germany in 2010 with an office in Augsburg, CROS NT is moving to the UK market with its service offering of superior data management and biostatistics analysis for clinical trials.

Andrew MacGarvey, who joined the company on 3 January 2012, will establish the UK operations. MacGarvey brings considerable experience to CROS NT having spent over 14 years in the pharmaceutical sector. Andrew has worked for Omnicare, PRA International, Datatrial and Quanticate. During his time at both Datatrial and Quanticate, he helped to grow UK-based operations as well as establishing U.S. offices.

"Andrew is the perfect candidate for this role", says **Paolo Morelli**, CEO of the CROS NT Group,

"he has experience in both establishing new operations and growing them. He will launch CROS in the UK, allowing us to provide closer service for many of our customers there. I am delighted to welcome Andrew to our leadership team and to add the UK to our existing hubs in Italy and Germany".

"I have followed the activities of CROS NT for some time," says MacGarvey, "I am excited by the opportunity to help with the growth of the business. CROS NT is focused on customer care, something that is very important to me. I will be bringing their great service to the UK and ultimately the USA".



CROS NT Group Global Reach

In just the past two years, CROS NT has grown to the status of global CRO with operational offices in Italy, Germany and now the United Kingdom. CROS NT has also been forming strategic partnerships with clinical CROs to offer a full service option for its clients, including **Proinnovera GmbH** in Münster, Germany and **SPRI Clinical Trials** based in the U.S. with operations in Eastern Europe.



CROS NT and ARITHMOS Announce ePharma Day Series 2012

Working with Easy-b, CROS NT and ARITHMOS will sponsor the ePharma Day series again in 2012. Only this year, the series has grown to include two new countries - Russia and the UK!

The ePharma Day series is growing - just like CROS NT and ARITHMOS. Easy-b, a marketing organization in Italy, began this ePharma Day series with CROS NT in 2009 to promote relevant topics in the pharma industry on a local level. The series began with Italian ePharma Day and in 2010, German ePharma Day was added to the list as CROS NT expanded with an office in Augsburg. Last year, the inaugural Spanish ePharma Day was held in Barcelona.

The schedule of ePharma Day Series is as follows:

ePHARMA DAY 2012

19 April	Italian ePharma Day	Milan, Italy
26 April	German ePharma Day	Berlin, Germany
19 July	Russian ePharma Day	Moscow, Russia
(TBD) September	UK ePharma Day	London, UK
25 October	Spanish ePharma Day	Madrid, Spain

This year, the ePharma Day series returns to Italy, Germany and Spain, but there are some new countries as well. The event will head to Russia in July and the United Kingdom in

September. The UK was a logical choice as CROS NT has expanded operations there this month and has a new Vice President, and the UK is also a hub for many large pharma companies and CROs.

Russia seems like a less obvious choice, but is equally important. The Russian market is a hub for the Eastern European growth spurt. The Russian pharmaceutical market generated \$1 billion in 2009 with a growth rate of 14,5 percent.

The theme of the ePharma Day Series 2012 is "Electronic Source Documentation in Clinical Investigations and Electronic Submission to Health Authorities eCTD". Topics covered will be:

- Rules and responsibilities in eClinical Trials
- eSource documents
- eTrial Master file
- EudraCT/OssC
- eManagement of Pharmacovigilance
- Computer system and advanced technology: electronically transmitted data
- How to guarantee security and limited access

For more information, visit the Easy-b website at <http://www.epharmaday.org/>. For information on submitting an abstract to present at one of the ePharma Day events or information for corporate group discount rates, please contact Marketing Officer, Mary Wieder at the following: mary.wieder@crosnt.com

CROS NT Takes Full Ownership In Company, CEO Buys Remaining Shares

The CEO of CROS NT, Paolo Morelli, takes full ownership to implement strategy of dedication to clinical biometrics services and related technologies.



As part of the CROS NT's mission to become the number one centre of excellence for clinical data services and technology in Europe, CEO Paolo Morelli, who was already the majority shareholder of CROS NT, has decided to purchase the remaining shares to take full ownership in his company.

"The CROS NT Group is following a strategy of dedication to clinical data services and eClinical technologies. We have chosen this path because

for Sponsors of clinical trials, the result is a high quality and high value centre of excellence for clinical data. Many sponsors are now realising that it is much more efficient to keep their data with one company while utilising various CROs for their clinical expertise like therapeutic area and geographical reach," says Paolo Morelli.


Paolo joined CROS NT in 1997 as a statistician and became the CEO in 2003. He oversees CROS NT and all its affiliates including ARITHMOS, the technology partner of CROS NT. CROS NT has operations in Italy, Germany and the United Kingdom.

Google+ For the Pharma Industry: Why it can't be ignored.

Social media is essential for just about every business today. Now Google+ has provided another outlet to consider. CROS NT has joined and the rest of pharma won't be far behind.

By now, most businesses are aware of Google+ which is Google's answer to social media. Most pharma companies and CROs have incorporated social media into their marketing strategy with sites such as LinkedIn, Facebook and Twitter. So, why should Google+ be considered now as well. Isn't it just Facebook, but with the Google brand?

The beauty of Google is that it combines social media interactivity with organic search results on its search engine. Start sharing news, websites and documents on Google+ and chances are that your company will start showing up in more organic search results.

 The trick, however, is to entice followers to share, or "+1", your content. The more people share and like the content you post, the more likely it is to figure into Google's organic result algorithm. Search Engine Optimization is typically a high priority in most companies' marketing plans.

Google+ is beneficial for pharma companies who worry about privacy and patient feedback on sites like Facebook. Rather than setting up a fan page on Google+ pharma companies and CROs can just put the "+1" button on their website. Therefore, the more people "+1" your website, the more likely it is to show up in search results.

It is difficult to ignore the potential of Google+. In just a few months over 40 million people have signed up for the free service. If you are interested in a free eBook on Google+ for business, contact CROS NT at mary.wieder@crosnt.com.

And "+1" our website!
<http://www.cros.it/company-overview>



CROS NT is exhibiting at the DIA EuroMeeting 2012 in Copenhagen, Denmark at the end of March. Look for CROS NT at Booth #725 and #727. ARITHMOS, the technology partner of CROS NT, will also be exhibiting at DIA and will be launching its new Project Portfolio Management System software.



About the CROS NT Newsletter

The CROS NT newsletter is published bi-monthly alternatively with the ARITHMOS newsletter. The goal of the newsletter is to share relevant news and events from the biopharmaceutical sector and showcase work CROS NT has been doing in industry. Content is produced in-house by CROS NT staff. You can find all of our newsletters archived on our website at <http://www.cros.it/newsletters>.

About the CROS NT Group

CROS NT is a global biometrics service CRO with expertise in biostatistics and data management, completing over 800 projects. The IT subsidiary, ARITHMOS, provides IT solutions like ePRO and data integration to increase trial success rates. Project governance between data analysis and technology is a niche for superior clinical trial results.

