

Deciding on the Right Clinical Trial Portal Strategy

THE SITUATION

Clinical Trial Portals are a key point of interaction between the various parties in a Clinical Trial: Sponsors, Sites and Investigators, CROs, and Trial Subjects. Portals provide a mechanism to enable user context specific delivery and exchange of information, and to provide users with a one stop gateway that aggregates information from underlying systems and provides access.

One rapidly growing global CRO needed to re-evaluate its clinical trial portal strategy, to clearly align it with its business objectives and to confirm the best technology approach. The CRO wanted portal capabilities to be a key differentiator and tool for attracting and retaining trial subjects and customers. The portals needed to engage users with content that is relevant and timely, and is presented in various modes (text, video, audio, animations etc.) while providing a simple functional user experience. A decision on whether to build or buy the solution was needed to frame the strategic direction.



THE SOLUTION

ResultWorks conducted interviews with key stakeholders to understand:

- Business drivers, such as differentiating use of technology, ability to provide a unique user experience, maximizing operational efficiencies
- The CROs existing technical IT architecture
- CROs previous business and technical experience with clinical portals

Having established the internal landscape, ResultWorks built a case for the build versus buy decision supported by:

- An evaluation of commercial offerings, including Transcelerate SIP, for functional capabilities, and fit to the CROs technical environment
- Consideration of capabilities, approach and maturity of key competitor clinical portal offerings
- A capabilities and technical evaluation of a range of horizontal portal development platform products

The resulting hybrid build strategy was laid out in an implementation roadmap to guide the rapid implementation of the strategy and to ensure that key supporting activities were visible and accounted for.

KEY BENEFITS

Portal Strategy: Determined a suitable best fit technology solution and implementation approach for the particular CRO situation

Implementation Approach: Developed an implementation approach for clinical portal implementation including prioritization, timeline, and key dependent activities

Organizational Alignment: Secured executive sponsorship and organizational alignment surrounding strategy and implementation approach

“I was particularly pleased with the face to face ResultSession that really helped bring alignment between the key stakeholders.”

– Sr. Vice President, IT Development

For more information, visit our website www.resultworkslc.com or contact us at marketing@resultworkslc.com.