

CASE STUDY: FORGING NEW STRATEGIC PARTNERSHIPS & ALLIANCES

CHALLENGE

- A PREMIER HEALTHCARE SYSTEM WAS SEEKING TO EXPAND ITS CLINICAL TRIALS PORTFOLIO BY INCREASING THE NUMBER OF INDUSTRY SPONSORED AND INVESTIGATOR-INITIATED TRIALS OPPORTUNITIES.

SOLUTION

- DEVELOPED A “ONE-STOP-SHOP” MODEL TO ALLOW FOR INDUSTRY TO CONDUCT ENTERPRISE-WIDE CLINICAL TRIAL FEASIBILITY ASSESSMENTS AND STUDY START-UP ACTIVITIES IN A STREAMLINED AND SIMPLIFIED MANNER.
- FORGED STRATEGIC ALLIANCES ON BEHALF OF THE CLIENT WITH GLOBAL PHARMACEUTICAL/CRO COMPANIES.
- ENGAGED IN BUSINESS DEVELOPMENT ACTIVITIES WITH 15+ PHARMACEUTICAL & DIGITAL HEALTH COMPANIES.
- MATCHED PHYSICIAN-INVESTIGATORS WITH INDUSTRY STAKEHOLDERS & OTHER THERAPEUTICALLY ALIGNED COLLABORATORS.

“[CCRS] is a critical partner in this endeavor that has *provided key connections to partners and stakeholders*, and will be involved in maintaining our connections and relationships throughout the process.”

IMPACT

- 100+ MULTI-THERAPEUTIC CLINICAL TRIAL OPPORTUNITIES BROUGHT FORTH FOR CONSIDERATION.
- INCREASED DISEASE AGNOSTIC CLINICAL TRIALS PORTFOLIO BY 172% .
- NEGOTIATED CLINICAL TRIAL REVENUE OPPORTUNITIES EXCEEDING \$19 MILLION OVER 2.5 YEARS.
- SUPPORTED MULTI-CENTER GRANT PROPOSALS EXCEEDING \$2.5 MILLION IN AWARDS.

- STREAMLINED CONTRACTUAL PROCESSES & EXECUTED 17 NEW MASTER CLINICAL TRIAL AGREEMENTS WITH GLOBAL PHARMACEUTICAL AND INDUSTRY PARTNERS.

