Collaborating for the Future
Developing effective Site, CRO and Sponsor relationships in a changing healthcare environment

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Faculty Disclosure

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I do not have financial or other relationships with the manufacturer(s) of any commercial services(s) discussed in this educational activity.

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Our world today

Cost of developing a new drug

$802 million

2003

$2.9 billion

Almost $2.6 billion

2013

Full product lifecycle cost per approved drug (includes approx. $312 million in post approval drug costs)

An ever-changing landscape

Healthcare environment
- Patient focus
- Clinical research as a care option
- 21st Century Cures Act

Data and information
- Access
- Sharing

Technology advances
- Wearables
- Microchips
Healthcare environment
Changing Site Landscape: Clinical trials as a Care Option

Leadership
Research as a Care Option

Physicians
Highly engaged and supported by the system through drug lifecycle

Staff
Educators and ambassadors of the value of research within an organized system of care

Patients
Empowered & more accountable for choices in their care

Sponsors

CROs
A viable option

A 2014 GuideStar/CenterWatch survey of 183 U.S. healthcare professionals found that:

- **92%** believed clinical research programs contribute to medical science.
- **86%** said trials deliver cutting-edge therapies to the community.
- **73%** said they enhance a hospital’s image.

Top-level hospital executives said clinical trials can help them attract and retain high-quality physicians who are interested in research.
Innovation in CRO/site collaborations
Shifting focus

- Protocol designs incorporating site and patient voice
- Improved efficiency of clinical research sites
- Legislation, insurance factors impacting choices
- Enhanced patient experience
Data and information
Big data is changing our world
Harnessing Big Data for clinical research

• Targeted, high-volume data to inform decision making
• Patient ID from step three to step two in the clinical trial process
• Proving the viability of using external data sources and new technology to create maps of potential protocol-eligible patients

“The danger of venturing into uncharted waters is not nearly as dangerous as staying on shore, waiting for your boat to come in.”

– Dr. Charles F. Glassman, MD, FACP
Technology advances
Rapid technology advances

Continuous evolution

- Across the pharmaceutical industry
- Major technology players
- Regulators

Google
- Developing a wristband to vital signs and other data of clinical trial participants

Apple
- ResearchKit: Open-source platform for creating iPhone apps that collect healthcare research data, can bring together personal data from a large cross-section of the population
- HealthKit: Central platform for health information, developed in conjunction with the Mayo Clinic and Nike
Personal technology

Wearable devices

Digestible sensors

Microchip implants
Better together
Better together

A new wave of collaboration
Let’s make it happen!

We can define a better future together.
Thank you!