



## Fast-Tracking Clinical Trials: An Integrated CRM and Case-Management Solution

EMC Consulting offers a unique combination of industry expertise and technological know-how to address the real business challenges of life sciences companies. Our teams of consultants understand your business needs and can add value at every phase of the engagement.

### Challenge

The Federal Drug Administration (FDA) assignment of “orphan status” to drugs which target very rare diseases allows for smaller clinical trials for these therapies. However, because these drugs will be used by only a very small number of people, the task of identifying and recruiting physicians and patients for clinical trials presents a challenge to drug companies.

One pre-commercial biotech company faced the daunting task of recruiting and then tracking interactions with physicians whose patients suffer from a rare, life-threatening blood disorder. The company engaged EMC® Consulting to help devise a strategy and implement a solution for reaching approximately 2,500 high-value physicians out of a universe of over 10,000 hematologists/oncologists in the U.S. The solution would have to identify the physicians and track interactions with them and their patients over the course of the clinical trials and treatment. The process would be replicated in Europe as well.

### Solution

The EMC consultants used an iterative prototyping approach to facilitate quick requirements discovery. This resulted in an actionable design, which could be quickly and cost-effectively implemented.

Working closely with client stakeholders, EMC consultants integrated primary research and population density statistics to target areas in which patients with the disease were likely to be found. They developed a customer relationship management (CRM) platform which provided visibility into sensitive patient information.

### Result

The EMC solution enabled the biotech company to track affiliations among patients, physicians, hospitals, and insurance payers. Integrating multiple functions in one platform enabled the company to more easily manage the operation—from identifying and recruiting patients to arranging insurance coverage and monitoring therapy over the life of the patient.

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For more information, contact your local EMC representative, call us at 1-866-464-7381, or visit our website at [www.EMC.com/consulting](http://www.EMC.com/consulting).