

medidata

joins

DASSAULT
SYSTEMES

The CRO Partnership Playbook

Choosing the right technology partner to get ahead and stay ahead



TABLE OF CONTENTS

GET AHEAD. STAY AHEAD.	3
10 INDICATORS OF A SUCCESSFUL TECHNOLOGY PARTNERSHIP	4
ENABLERS OF PARTNERSHIP SUCCESS	5
WHAT A PARTNERSHIP SUCCESS TEAM LOOKS LIKE	7
PROGRAMS TO RAISE VISIBILITY	9
ACCREDITATION PROGRAMS	10
KEY MEDIDATA FACTS FOR PARTNERS	11
LEVERAGE MEDIDATA'S PARTNER SUCCESS ECOSYSTEM	12

CRO PARTNERS

Get Ahead. Stay Ahead.

CROs need to respond to their clients' requirements with the latest in trial performance, data science, and clinical intelligence. A CRO's technology partner plays a major role in absorbing some of these challenges. However, it is not enough to merely act as a technology provider. A successful partnership goes beyond transactional business solutions and allows CROs to be the first to adapt, respond, and perform in any trial environment.

What differentiates a great partner from an average one? What should CROs expect from a technology vendor? What constitutes a good partnership?

From virtualization to optimization to accreditation, education and innovation, Medidata has over 20 years of proven successes as a leading partner dedicated to promote your leadership. Each Medidata partner is supported by our strong leadership and has a cross-functional team committed to their success, including partner teams, professional services, sales support, marketing, legal, and more.

This eBook offers a guideline to help CROs choose the right partner to get ahead and stay ahead.



10 INDICATORS

OF A SUCCESSFUL TECHNOLOGY PARTNERSHIP

-  First to respond to sponsors' demands
-  Fast time-to-market, seamless integration, and perpetual optimization
-  Expanded revenue opportunities
-  Improved patient recruitment and retention
-  Gaining the real-time data edge
-  Being a full service “engine” delivering guaranteed efficiency
-  Expansion of your tech leadership and being the first to know about new solutions
-  Elimination of exposure to untested technologies
-  Gaining expanded industry intelligence and dedicated support
-  Participation in shaping future technologies

ENABLERS OF PARTNERSHIP SUCCESS



TRANSFORMATIVE TECHNOLOGY

Be first to adapt to demand for virtualization and future technologies. Focus on patient centricity by leveraging fast deployment of patient-centric solutions to ensure safety and compliance. Outperform the competition by becoming a preferred site solution provider.



DATA-FUELED PERFORMANCE

Expand revenue opportunities by uncovering and attracting new bids, identifying fit-for-use data, and improving patient recruitment and retention. Leverage data discovery, prediction, and remediation to perpetually improve performance with real-time insights and unified data.



GROWTH MODEL

Gain faster time-to-market, seamless integration and on-going trial optimization with a seamless platform-as-a-service + Professional Services model. Expand your tech leadership by providing your experience and ideas to impact innovation in clinical research technology.





Syneos Health, a global full-service CRO, considers Medidata Detect a truly disruptive technology with game-changing potential

“[Medidata Detect (formerly Rave CSA)] is truly a disruptive technology and has the potential to be a game changer. To realize the true power of it, you have to consider that it is going to have a much broader impact. This is a tool that is going to have an impact on a number of roles/functions within your organization including Clinical Operations, Data Management, Biostatistics, and Medical Monitors. We have to recognize that there are things that we have to do within our organization to improve and change our operations in a way that actually moves the needle on our productivity, our efficiency, and our delivery.”

**Executive Director, Data Operations
Syneos Health**

Syneos[®]
Health

WHAT A PARTNERSHIP SUCCESS TEAM LOOKS LIKE

Client Services Director Project Manager

Provides professional services support during accreditation and platform use throughout the partnership.

Solutions Consultant

Provides platform strategy and demo support.



Partner Solution Specialist

Technology and business process subject-matter expert.

Partner Business Manager

Coordinates with CRO and manages all study-by-study business.

Partner Adoption Executive

Works with the CRO to better understand their business needs and helps drive technology utilization and adoption.

DEDICATED TO YOUR SUCCESS

During and beyond your clinical trial



Finance



Legal



RFX Support



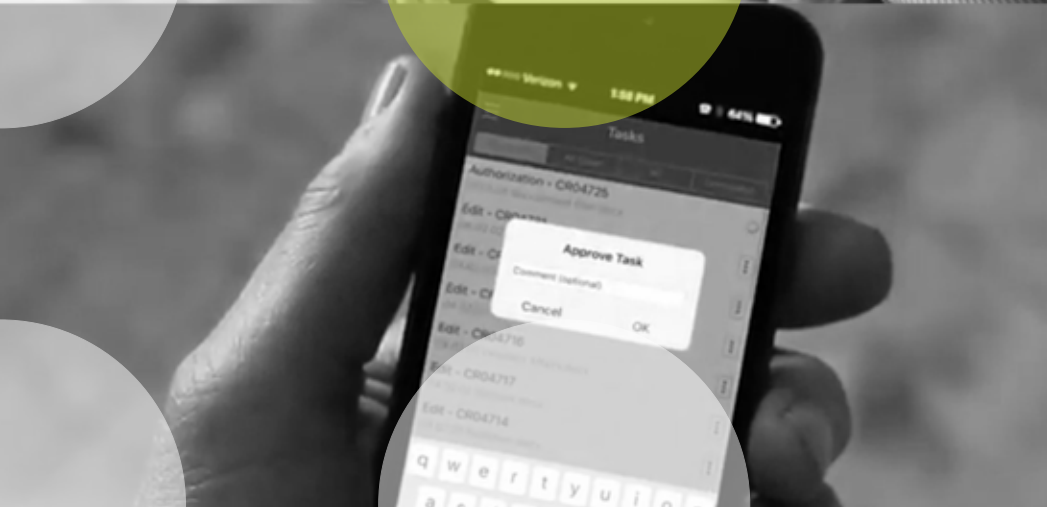
Customer Success



Medidata Academy



Marketing



Catalyst meets customer demand for expanded services with Medidata Rave CTMS

“We’re seeing the promise realized (in Medidata Rave CTMS). We’re gaining efficiencies all across the board through that one version of truth. We have the visibility and the real-time element of data flow without the need to reconcile and update that data in different places.”

Nick Dyer, CEO
Catalyst Clinical Research, LLC



PROGRAMS TO RAISE VISIBILITY

Your partnership should amplify and accelerate your business through joint marketing and sales initiatives.



Provider-Issued Press Releases

A press release is a formal announcement that is written and approved by both organizations. A successful press release should announce valuable news, such as partnerships, milestones, new customers, and awards.



Case Studies & Customer Success Stories

Case studies provide a 1-2 page written overview of a recently completed successful project as a result of a partnership or of significant improvements in clinical operations and data management processes due to using a provider's technology.



Partner-Issued Press Releases

Partners may issue their own press releases to announce milestones or accreditation in a specific product.



Video Testimonials

Video testimonials are powerful storytelling tools that use high-quality videos to highlight both your and your vendor's brands. Videos are great alternatives to written case studies or testimonials.



Social Media Posts

Reach an expanded audience with visibility on your provider's social media outlets. Share posts about industry trends, news, and promote any jointly developed content or activities.



Webinars

Contribute and raise credibility in online speaking sessions. Webinar topics can emphasize thought leadership or provide in-depth insights into success stories and product demos.



Blog Posts

Showcase your updates and thought leadership from recent events, Q&As, or commentaries on interesting industry trends.



White Papers

These highly technical and in-depth assets should present a new concept or an authoritative stance on a given topic to highlight your thought leadership.

ACCREDITATION PROGRAMS

CAN PROMOTE YOUR LEADERSHIP

Training and certifying your study teams to enable them to optimize the products and associated processes required to support and develop service offerings.

Increase your sales

Accreditation helps study teams and administrators gain the technical expertise and process optimization to build quality studies, all while creating a new revenue stream to preserve margins.

Accredited partners build and configure studies in-house, thereby mitigating risk and decreasing outsourcing.

Become the expert

Nurturing in-house technological expertise is key to preparing your organization for long term growth.

As an accredited partner, send a message to your sponsors that you're committed to enhancing your service offerings to build and manage your own studies.

MEDIDATA'S MODEL FOR ACCREDITATION

A good partner will be able to support your accreditation process. Led by clinical and technology experts, your study teams can achieve operational and technical efficiencies with Medidata's accreditation program.



Welcome & Kick-Off

- Introduction to the Accreditation Plan
- Roles, Responsibilities, and Learning Path Defined and Coordinated

Core Enablement

- Training and Certification
- Process Enablement
- Build Mentorship
- Operational Review

Continuing Education

- New Release Training and eLearnings
- Best Practices Training
- Participating in User Groups

Growth & Development

- Enablement Review & Metrics
- Implementation Health Check



KEY MEDIDATA FACTS FOR PARTNERS

125+

CRO PARTNERS

500K+

SITE/SPONSOR RELATIONSHIPS

20K+

CLINICAL TRIALS

6+ MILLION

PATIENTS



LEVERAGE

MEDIDATA'S PARTNER SUCCESS ECOSYSTEM



BECOME A PARTNER

Power your sponsors with a proven growth model that brings together data and technology.

Focused on differentiation and innovation, our partnership plan is designed to optimize trial performance, win more bids, and stand out from the competition.



PROGRAMS AND ACCREDITATION

Amplify your impact and accelerate your business. Our programs and accreditation help our partners achieve optimal benefits and maximize returns.



FIND A PARTNER

Whether you want to accelerate study startup, outsource trials more intelligently, achieve smarter monitoring, or improve the overall operational performance of your clinical trials, Medidata and our partners are here for you.



NETWORKING OPPORTUNITIES

Connect with and learn from industry thought leaders and innovators at global events hosted by Medidata throughout the year.



ACCESS PARTNERLINK

Access PartnerLink, our one-stop-shop that houses all the resources you need to close a deal, from sales enablement training to customized bid proposals and defense.



TECHNOLOGY FOREFRONT

Be a part of the future in clinical research technology. Medidata's unmatched investment in AI, machine learning, and the latest technologies provide better capabilities for your sponsors without investing millions in your own infrastructure.

THE CRO PARTNERSHIP PLAYBOOK

Choosing the right technology partner to get ahead and stay ahead

About Medidata

Medidata is leading the digital transformation of life sciences, creating hope for millions of patients. Medidata helps generate the evidence and insights to help pharmaceutical, biotech, medical device and diagnostics companies, and academic researchers accelerate value, minimize risk, and optimize outcomes. More than one million registered users across 1,500 customers and partners access the world's most-used platform for clinical development, commercial, and real-world data. Medidata, a Dassault Systèmes company (Euronext Paris: #13065, DSY.PA), is headquartered in New York City and has offices around the world to meet the needs of its customers. Discover more at www.medidata.com and follow us [@medidata](https://twitter.com/medidata), The Operating System for Life Sciences™.

Medidata, Medidata Rave and Acorn AI are registered trademarks of Medidata Solutions, Inc., a wholly owned subsidiary of Dassault Systèmes.
info@medidata.com | +1 866 515 6044