Clinical trial operations

Achieve operational excellence and deliver patient-centric clinical trials.

Comprehensive insight around study operations to help:

Optimize study startup and progress.

Improve patient-centricity.

Embrace innovation.

The Issue

Clinical trial operations covers every aspect of a trial – from protocol design to database lock. Successful, efficient and well-managed operations are the backbone to delivering clinical trials on time and on budget. Yet even after decades of fine-tuning, industry teams still struggle to manage through the mountains of operational hurdles and challenges that each study faces. Throughout the entire process, each operational milestone is dependent upon the milestone previously reached. If any milestone is missed, even by as little as one working day, an entire study is at risk of delay.

Customers on both sides of the life sciences industry – sponsors and CROs – are keen to hit each operational milestone on time to deliver trials efficiently and effectively. All the while, organizations are under intense scrutiny to ensure the utmost quality, safety and patient-care metrics.

The Challenge

- **Segmented operations.** Many of the milestones that are managed across an operational team are housed in different data sets and across different platforms. This means insights are segmented, and decisions cannot be made in real time to reduce risk, pivot strategies or hit deadlines.
- **Manual system of data review.** Due to the silos, teams waste valuable time reviewing data manually, risking numerous human errors in calculations and analysis for enrollment prediction.
- **Guessing game of identification.** Site identification and patient recruitment are two of the biggest challenges to a study. By using advanced analytics to proactively choose the best sites and targeting evidence-based catchment areas to recruit eligible, representative patients, the implementation of data-focused tools and platform can eliminate the guessing game of which sites to start up, when and why.
- **Staff allocation and study resourcing.** Monitoring a study is only one piece of the puzzle. Understanding which monitors should be on which study, optimizing efficiencies in travel and logistics, and ensuring proper workforce planning and retention are crucial to eliminating study delays.

Our Approach

SAS helps organizations use large volumes of data from study timelines, regulatory requirements, site data, geographical catchment areas and prevalence information to deliver robust, representative trials while supporting the entire operational landscape. By offering a comprehensive suite of solutions that can improve clinical trial operations, SAS helps you deliver efficient and effective clinical trials.

We approach the problem by providing software and services to help you:

- **Access all relevant data.** Quickly access and prepare relevant site, patient, geographical and regulatory data for modeling, simulation and insight generation. Data can be easily incorporated through a low-code/no-code environment to provide visual analytics with speed.
- **Forecast trial enrollment and planning.** Simulate enrollment scenarios using site and patient data from historical studies to forecast which sites to start up, and when, to deliver enrollment plans against milestone deadlines.
- **Compliantly engage with patients.** Using a sophisticated intelligence program, end users can deploy compliant marketing campaigns to engage, recruit, enroll and retain patients throughout the course of a clinical study, and have insight into dropout risk assessments in real time.
- **Streamline regulatory submissions.** Streamlining is possible with a statistical computing environment that has been tried, tested and proven with the world's foremost regulatory organizations.

The SAS® Difference

Delays in clinical trials aren't just an annoyance – they're a crucial risk that organizations face every single day. For each day that a clinical trial is delayed, organizations can see costs of nearly $8 million. For some organizations, one day of delay is the difference between delivering a life-saving therapy to market or shutting down the business. Patients are counting on life sciences teams to deliver; and the key to efficient, proactive and accurate operations is in the data.

SAS can help by providing:

- SAS Visual Analytics to manage data, develop models and deploy insights rapidly on a modern, advanced statistical platform.
- SAS Life Science Analytics Framework to manage and analyze information in a collaborative platform, streamline processes and more efficiently deliver trial results to regulatory authorities.
- SAS Customer Intelligence 360 to intelligently recruit, engage and retain robust and representative patient populations for a clinical trial.
- SAS Clinical Enrollment Simulation to predict site-based enrollment scenarios to deliver trials on – or ahead of – schedule.

For more information, please visit SAS Life Sciences Analytics.

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