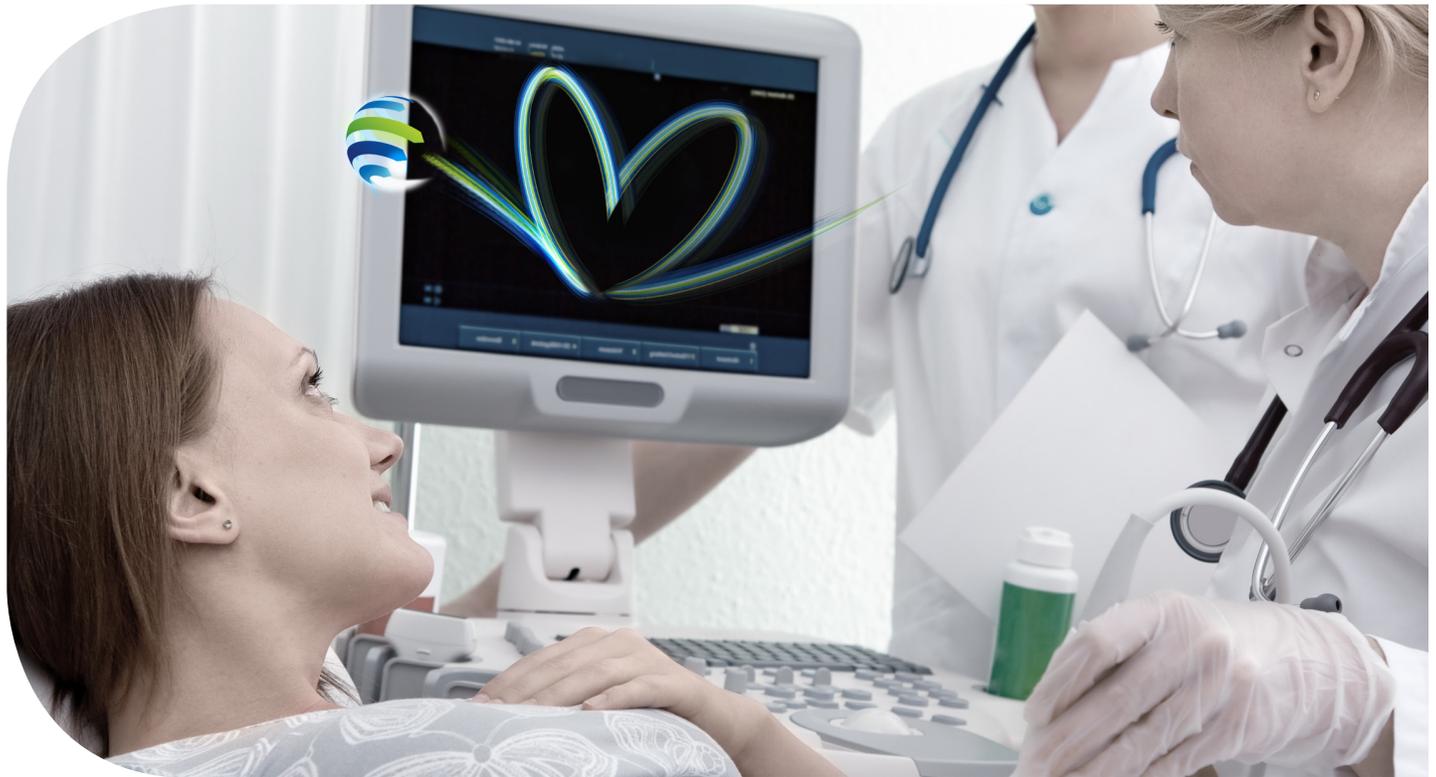


C-R-F Health & Stefanini:

Making the most of eClinical Technology Investments



CRF, Inc. is one of the leading global providers of eDiaries and wireless data collection solutions for the life sciences industry.

eDiary solutions and complete study management tools from CRF Inc. have been used successfully by both pharmaceutical and CRF clients worldwide.

Over 197,000 patients, from children to the elderly, have successfully used CRF's solution, completing 58 million eDiary pages at more than 9,000 sites through 70 countries in 68 languages and across 45 indications, yielding an average compliance rate of 90%.

Faced with rapid global expansion, CRF decided to find a strong partner able to provide multilingual support to patients and study personnel using their TrialMax and eDiary solutions.

Benefits

- Flexibility and adaptability
- Quality service
- Reporting and transparency
- Scalability and cost control
- Resolved 15,000 incidents/year
- More than 90% of incidents resolved at first contact

Solution

eDiary Systems

- Global SPOC Service Desk
- Multilingual Support
- Customized Reporting



Challenge

Because it's successfully acquiring new customers and launching new studies at a high pace, CRF needs a scalable support model to fit its rapid expansion and volatile call volumes.

CRF also needed a flexible solution for customers that had the ability to add languages and modify opening hours as required by customers. In the fast-changing environment of clinical trials expanding to Eastern countries, it is important to be able to continuously offer native language support.

Different from other pharmaceutical service desks, patients, as well as doctors and nurses call the CRF help desk. Compliance with HIPAA and EU Directive 95/46/EC for patient privacy is critical. It's also important to communicate in a manner that maximizes the comfort level of the patients using the devices while delivering fast and efficient support.

Solution

CRF chose Stefanini's eClinical service desk solution. The blended solution is based in three sites in the US (Southfield), Belgium (Brussels) and Romania (Bucharest) where a global team of highly-trained and specialized agents provide support in all native languages of the patients using CRF devices.

All Stefanini eClinical trial support agents are certified in specific pharma programs in order to maintain regulatory compliance. Stefanini manages the telecom infrastructure and adds new toll-free numbers efficiently.

Implementation

The implementation team opted for a phased approach where new trials are integrated into the Stefanini service desk. Based on the specific trial countries involved, the support team adds new languages and adapts opening hours.

Prior to each trial launch, all agents receive in-depth training on the specific trial requirements and tools, software, trial characteristics, and questionnaires.

Results

Stefanini's eClinical trial support delivered these benefits:

- **Flexibility and adaptability**

CRF is able to launch new trials in a shorter timeframe and meet considerable variances in call volumes. New countries are added, following the current industry trend of conducting more and more trials in Eastern Europe, Africa and Asia.

- **Quality of service**

Throughout the years, Stefanini has built a strong expertise in supporting CRF's solutions and is able to constantly exceed the first level efficiency goal.

- **Reporting and transparency**

Stefanini's incident management tool allows logging of all incidents, questions and performance tracking. Stefanini's developers tailored all analytical reports to the specific needs of CRF. As a result, study teams can now provide research sponsors with detailed reports on incidents raised by patients and investigators, allowing trend analysis and continuous improvement.

- **Scalability and cost control**

The pricing model allows CRF to directly link support costs to the support trials and the generated incident volumes, which results in transparent budgeting. Also, blending the team with "best-shore" resources in Romania makes the entire solution more cost efficient.



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