

Sanofi-Aventis R&D & Stefanini:

A Partnership in trial sites support for clinical trials



DID YOU KNOW?

- › 80+ studies have been supported to date across 4,000+ sites in 2012
- › 95% of all Stefanini calls are answered within 30 seconds
- › 93% can be resolved on the First Level
- › 7 min is the average call duration

PARTNER BENEFITS

Sanofi-Aventis R&D and Stefanini do not work together as client and vendor, but as partners. They complement each other and have no intention of performing one another's activities (cf. drug development and IT services). In this setting, Sanofi-Aventis R&D and Stefanini both benefit from each other's expertise and passion. Stefanini has the freedom to provide eClinical support as it deems best for Sanofi and the end user. Hence, Sanofi-Aventis R&D can specialize in clinical trials knowing that it can trust Stefanini to provide high quality service to its researchers.

PARTNER IN SUPPORT

"Sanofi-Aventis R&D developed a partnership relationship with Stefanini for our clinical site support activities. This shows our great cooperation," says Dr. Ammour. Sanofi-Aventis R&D divides its suppliers into vendors and partners. While the former are engaged to execute the assignments that they are given, the latter do not only execute, but are also consulted for strategic advice in their area of expertise. "In our context, a vendor company is considered as a partner based on the level and the quality of operational collaboration and this is usually translated by a multi-year contractual engagement. It is what we have with Stefanini."

Sanofi, a global healthcare leader, develops and distributes a diversified offering of medicines, health care solutions, vaccines, consumer healthcare products, generics and animal health products, offering a broad and balanced presence on both traditional and emerging markets.

Its Research and Development (R&D) division is committed to the investigation and development of innovative health solutions.

For its clinical trials, Sanofi collaborates with research institutions from around the world that utilize specialized applications to collect, transmit and validate research data. This represents close to 4,000 clinical sites, and more than 15,000 scientists, clinicians, and trial specialists working from close to 80 countries.

In 2007, Sanofi-Aventis R&D Clinical Science and Operations, a sub-division of the Sanofi Group, launched a program designed to radically transform the way clinical data were collected. The shift was from paper-based to electronic data capture methods. The company decided to outsource the clinical site support component of its electronic data capture (EDC) system to Stefanini (then called TechTeam Global). This allowed Sanofi-Aventis R&D to take advantage of Stefanini's proven expertise in e-clinical trials, and eventually be able to focus on its core clinical development activities.

"Stefanini is not just providing software support to our company, but is offering comprehensive support to our researchers including site assessments and provisioning services, as well as ad hoc on demand services. Our collaboration operates as a partnership where Stefanini functions as a virtual expansion of our organization and its capabilities."

- › **Dr. Nadir AMMOUR, Head of Planning & Governance/Technology and Information management at Sanofi-Aventis R&D Clinical Science and Operation Platform**

Outsourcing for growth

Prior to commencing its collaboration with Stefanini, the clinical operation division of Sanofi-Aventis R&D was already working with another outsourcing service provider.

At the time for renewal of the contract, Sanofi-Aventis R&D chose to reassess their support needs and approach, seeking to develop a more innovative model that would yield great business value for the organization.

Companies who consider IT outsourcing generally have two main options:

1. Outsourcing IT services in order to reduce costs
2. Outsourcing IT services with a strong focus on value creation, at a competitive cost

The Clinical Science and Operations platform of Sanofi-Aventis R&D demonstrated a solid understanding and vision of its strategic intent and direction, and defined that the company would require a partnership for value creation in order to meet future challenges.

“We needed more than a vendor; we needed a partner to work with us in our transformation journey. We looked for a partner who could work closely with us, a partner who is known for being agile, a partner with a strong culture of customer’s experience focus. We looked for a partner with whom we could develop a highly flexible business model, truly innovative.”

Customer focused

Sanofi-Aventis R&D Clinical Science and Operations platform experienced Stefanini’s strong focus on customers first hand. “Stefanini really listened to our needs and offered what we needed,” Dr. Ammour adds:

- A totally new service related to an outsourcing business model based around flexibility that was created especially for Sanofi-Aventis R&D;
- A mindset in which Sanofi-Aventis R&D’s researchers are treated as their own clients;

“This was critical to us, we needed to remove technological obstacles and concerns from all our researchers, clinicians, and trial personnel, allowing them to focus on patients.”

A working relationship based on cooperation between partners rather than between a client & a vendor.

Innovative cost model

Sanofi-Aventis R&D and Stefanini worked together and developed a transparent and tailor-made cost model that is quite different from the usual industry practice in call center services. The cost model was not designed simply to provide typical strong advantages, such as budget and revenues predictability. The most important factor for Sanofi was creating the conditions for continuous improvement, the conditions for a “virtuous circle.”

“In the win-win agreement we created, our operating model and support activities were set to be flexible and timely, adaptable especially in the occurrence of changing needs. The result is that today we don’t lose any valuable time with formalities while providing Stefanini with visibility and incentives to continuously strive for better performance, which represents a clear benefit for the researchers and ultimately the patients”, says Dr. Ammour.

Every Caller is a VIP

In clinical testing, high service quality is most important to research participants. The clinical technology component or eClinical part of clinical trials should thus never be allowed to affect the focus of the researcher.

“We work with a very demanding audience and have to ensure that we deliver the best possible service to them,” says Dr. Ammour.

“At Sanofi-Aventis R&D, we have a patient-first focus mindset. Our researchers know that there is a single point of contact for all their problems. After contacting the service desk, the problem is resolved without requiring further attention from them.” This is what researchers expect and what they receive. “Our high customer experience ratings prove this.”

Certified Quality

Stefanini has created a special training certification program which each employee working in the life sciences is obliged to complete every 90 days. The “Pharma Regulatory Compliance” certificate assures clients that their eClinical outsourcing partner resource has the required knowledge in terms of the setting, terminology and methodology that is common in this special and highly demanding industry. This unique certification proves Stefanini’s high commitment and capabilities to deliver the best quality IT services in life sciences.

Proven Expertise

With its extensive expertise in clinical IT support, Stefanini has developed tried and tested eClinical Services. This package service is designed to help pharmaceutical companies maximize their IT support.



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