CASE STUDY

SPONSOR COLLABORATION SITE – OPTIMIZING THE VALUE CHAIN

BUSINESS CHALLENGES

A leading Imaging Core Lab turned to the ArborSys Group to help them define and implement a strategic collaboration solution. The company is responsible for supporting oncology clinical trials by providing centralized radiology services to a wide range of Pharmaceutical, Contract Research Organization (CRO) and Biotechnology client's.

In order to differentiate themselves in the marketplace, optimize information flow and decision making, and create a more responsive client environment, the company embarked on an initiative to improve collaboration and information sharing with its client's. This strategic undertaking was aimed at gaining a competitive advantage by aligning and interacting with clients more effectively, eliminating time-consuming information handoffs and bottlenecks.

The business strategy required a comprehensive collaboration solution that ensured:

- Secure collaboration between internal business development teams, workgroups and clients;
- Timely and accurate reporting of study, subject, and image processing status;
- Improved client services through online collaboration;
- Enhance client access to timely project documentation and progress.

THE ARBORSYS SOLUTION

Working closely with the client, ArborSys implemented a multifaceted, integrated approach which included:

- Design of the collaboration architecture;
- Selection of the appropriate technology components;
- Design, development, and implementation of a secure, collaborative space.

The key underlying technology was EMC Documentum's eRoom product, which was used to create collaborative sponsor and project eRoom templates, as well as the processes to instantiate the template into individual client eRooms. From a business perspective, the initiative focused on supporting fundamental facets of the company's business, including:

- Clinical trial contractual and charter documentation;
- Status reporting for the study, subject and image processing;
- Study related correspondence for business development and contractual negotiations;
- Financial reporting;
- Internal project plans and documentation;
- Content Server – to manage images, protocol, site, and subject definitions;
- eRoom – to provide project team collaboration services.

VALUE DELIVERED

Over a four-month period, ArborSys helped this company address their strategic client interaction and management needs. Today, the company is able to more effectively:

- Disseminate and share information on a timely basis;
- Improve collaboration between internal teams and customers;
- Establish an audit trail of activities, and communications for continuous improvement.