

CASE STUDY

How CROs Are Leveraging the CCT Smart Solutions™ Platform

Situation:

A prominent Clinical Research Organization (CRO) shoulders the responsibility of delivering precise clinical trial results for several leading pharmaceutical companies in the United States. The CRO face challenges not only with maintaining inventory and dispatching, but with clinic held inventory, resending of packaging, and organizing what order is associated with what trial.

However, the CRO's practice of maintaining a substantial inventory of packaging has become a management issue. Balancing warehouse space, ordering and scheduling shipments, labeling, controlling packages by specific trials and sites, and potential supply chain disruptions has become a stressful operational scenario for the CRO.

In 2021, Cold Chain Technologies (CCT) approached the CRO with a solution: the CCT MedAssure application, which is part of CCT Smart Solutions™. The customer outlined the following requirements:

- **On Demand Ordering Capabilities:**
The CRO sought a solution that allowed independent clinic sites to place orders autonomously, without requiring intervention from the CRO with the ability for same day processing, shipment, and next day delivery.
- **Pre-conditioned Packaging:**
The packaging materials needed to be pre-conditioned to maintain the integrity of the clinical samples during transit.
- **Tracking & Visibility:**
The CRO required a user-friendly platform that provided segmented visibility for individual clinic sites while affording overall visibility to the CRO. This would facilitate efficient tracking and management of packaging orders.
- **Improved Order Sorting:**
The CRO aimed for enhanced order sorting capabilities to streamline invoicing processes and improve overall efficiency.
- **Address Entry:**
The CRO wished for an address repository that would simplify and quicken the ordering process.

Solution Implementation:

Responding to the client's needs, the CCT MedAssure application was tailored to meet the specific requirements of the CRO:

- 1. Ordering Capabilities:** The platform enabled independent clinic sites to place orders directly, alleviating the burden on the CRO and expediting the ordering process. The platform only allows the predetermined products approved by the CRO and their sites.
- 2. Pre-conditioned Packaging:** CCT ensured that all packaging materials were pre-conditioned, maintaining the integrity of clinical samples and meeting the stringent requirements of the clinical trial process.
- 3. Tracking and Visibility:** The user-friendly platform provided segmented visibility for individual clinic sites, allowing them to track their orders seamlessly. Meanwhile, the CRO retained overall visibility, facilitating centralized management and oversight.
- 4. Improved Order Sorting:** The application's enhanced order sorting capabilities streamlined invoicing processes, reduced administrative overhead, and improved operational efficiency.
- 5. Address Entry:** With the CCT MedAssure application, the CRO can input bulk address information. This information is verified against known addresses to ensure correct address entry and shipment availability.

Results and Benefits:

The adoption of the CCT MedAssure application brought about substantial benefits for the CRO:

- 1. Tracking and Visibility:** The increased visibility of individual studies, combined with shipment tracking, has ensured the CROs increased success in the clinical research space.
- 2. Enhanced Efficiency:** The streamlined ordering process and improved visibility enabled the CRO to manage packaging orders more efficiently, reducing the burden on resources and minimizing operational stress.
- 3. Cost Savings:** By eliminating the need for extensive inventory storage, the CRO reduced warehouse costs and mitigated the risk of inventory obsolescence, resulting in significant cost savings.
- 4. Improved Customer Experience:** The user-friendly interface and autonomous ordering capabilities enhanced the experience for clinic sites, fostering stronger relationships and improving overall satisfaction.

Conclusion:

The successful implementation of the CCT MedAssure application revolutionized the packaging management processes for the CRO, addressing critical challenges and unlocking numerous benefits. By embracing innovative solutions tailored to their specific needs, the CRO achieved greater efficiency, cost savings, and improved customer satisfaction. As the pharmaceutical industry continues to evolve, partnerships with technology providers like CCT will remain essential for organizations seeking to optimize their operations and drive innovation in clinical research.