



## 3C Company's Clintelligence: Transforming R&D Operations

### Solution in Brief



**COGNOS**  
**Best**  
**Industry**  
**Solution**  
**2006**

**Industry Focus:**  
*Life Sciences R&D*

**Functional Areas:**  
*Pharma R&D Operations*  
*Executive Management Team*  
*Project Planning/EPM*  
*Purchasing/Vendor Ops*  
*Research IT*

**Business Benefits:**  
*Centralizes Operations Reporting*  
*Status & Performance Measures*  
*Personal Web-Portal Interface*  
*Eliminates Redundant Reporting*  
*Unifies Decision-making*  
*Brings Visibility to Performance*  
*Increases Speed of Knowledge*

**Enabling Technologies:**

- *Cognos*
- *Oracle*
- *CTMS (Impact, eClinical)*
- *DBMS (Clintrial)*
- *EDC (Inform)*
- *Finance (OPX2)*
- *EPM (MSProject, SAP)*

**The Pace of Research Today Requires Intense Management**  
Information must be timely and accurate. Cross-functional teams must share and analyze results on a daily basis.... the fact is that to manage effectively today you need information to work for you and you need it fast. Clintelligence pulls information from the software you are using today and combines it in ways not possible before now – giving you access to cross-functional analysis reporting in a single interface that is like nothing you've ever seen.

### Access to Information is the Key

Clintelligence delivers content to the desktop through a role-based web-portal interface.... the view you see is the view you want whether you are a Data Manager, Clinical Team Member or President of R&D. Information is presented to you in formats that are relevant to what you need to know while the underlying data driving those views remains constant. Everyone's baseline is exactly the same.



### Promote Visibility Across Teams

Companies using Clintelligence are in tune with every element of their operations:

- Global teams access real-time updates on worldwide trial progress.
- Management has single-click access to performance analytics.
- Support departments are aware of changing priorities or timelines.

Clintelligence saves time and eliminates confusing "data-debates" by replacing redundant tracking & reporting activities with one central source of information for everyone to access. Communications and decision-making will improve as teams use data from multiple systems together in a single and focused analysis space.

**Generate Reports, Analytics, Metrics Without Increasing Workload**  
The six key areas of Clintelligence answer over 500 critical business questions. More than 30 key performance indicators (KPIs) provide the metrics to objectively measure performance in attaining an unlimited number and variety of milestones and tasks, the milestones and tasks you define for your business. Over two dozen pre-defined reports & data views deliver timely insight in a manner sure to please the Clinical business community. Many different data dimensions allow users to use your existing data to answer your pressing business question – identifying problems as well as opportunities.

### About 3C Company

3C Company is dedicated to achieving strategic business advantage for its pharmaceutical, biotechnology and medical device clients through leading edge and industry-specific technologies, global systems integration, e-development and benefit-driven consulting. Our products and services are leveraged by top firms in the life sciences industry to address their most pressing needs for business optimization in specialty areas like Clinical Research/Operations, Clinical Finance, Data Management, and Safety Surveillance and Reporting. Contact 3C Company: [solutions@3cpharma.com](mailto:solutions@3cpharma.com) (908) 259-1101



## INTELLIGENT ANALYSIS TO ANSWER YOUR TOUGHEST QUESTIONS

### Study Progress

Detect potential problems with ongoing studies, & quickly identify opportunities to accelerate by leveraging top performers

- *When will the study startup steps be completed?*
- *How is enrollment progressing versus plan?*
- *How many patients are yielding usable data at this point?*
- *Are each of my sites meeting their commitments, and are patients following the protocol?*

### On Time Performance for Projects & Studies

Measure ability to deliver against planned dates for entire drug programs, individual studies or specific sites & departments

- *How timely has this product area been at completing submissions?*
- *Is our Pre-Clinical team completing all their study reports on time?*
- *Are we getting better at planning?*
- *Are protocol translations delaying study startup in our subsidiaries?*
- *Based on past performance, what is the likelihood we will meet our target dates, with how much variance?*

### Project & Study Durations

Drive quicker time to market through analysis of time to complete tasks & groups of tasks in drug development

- *Based on comparisons to our other programs, how long will it take to develop this drug for market?*
- *Are the EDC studies really saving us the time we had hoped?*
- *Which countries complete enrollment more quickly for this indication?*
- *What will be the effect on our submission date if we amend the protocol?*

### Data Collection Metrics

Ensure the speedy collection & cleansing of study data, and analyze the impact of technology & process on these efforts

- *What percent of our queries to the sites are resolved vs. outstanding?*
- *How much of a delay is there between a patient's visit and entry of the data into the EDC system?*
- *How long does it take to collect CRFs from the site?*
- *What percent of data collected has initial discrepancies?*
- *Which studies have cleaner data?*

### Investigator Timeliness & Quality

Identify top investigators by recruitment ability, success in meeting dates, and delivering quality patients & clean data

- *Which investigators recruit faster?*
- *Can an investigator data quality rating help manage performance?*
- *What institutions meet dates?*
- *Does faster recruitment lead to more discontinuations & discrepancies?*
- *Who manages patient compliance to the protocol more effectively?*

### Sponsor Staff Effectiveness

Implement Best Practices for success through identifying and leveraging top performing staff & departments

- *Which study monitors are better at getting top performance from sites?*
- *What percent of the time do our medical writers meet their dates, versus timeliness of data managers?*
- *Which teams are best at resolving discrepancies?*
- *What countries consistently meet their enrollment quotas?*
- *Which CROs get better results?*

## Architected to bring out the Intelligence in your Source Systems

Clintelligence consolidates the information from your many Clinical systems for effective analysis and reporting that delivers business intelligence to your desktop. Leveraging datapoints typically tracked in Clinical Trial Management Systems (CTMS), Clinical Data Management (CDM), Electronic Data Capture (EDC), Planning and Randomization or IVRS systems, Clintelligence consolidates these first into the PharmaStore Operational Data Store (ODS) and then into the *Milestones & Metrics* star schema Datamart.

Our fully validated system gets business users up and reporting in a fraction of the time it usually takes to build in-house. This cost saving approach reduces time to implementation by months, increases levels of success, and more effectively transitions BI and Data Warehouse concepts into the IT organization. The Clintelligence open architecture lets IT and business users enrich the product with custom reports, views and data cubes using the industry leading Cognos toolset.

### TECHNICAL HIGHLIGHTS



- Analysis to Implementation in less than 2 months
- Oracle data backbone & true star schema
- A Complete Solution: PharmaStore™ODS, DBMS, ETL & Datamart
- Cognos market-leading BI Toolset with customization capabilities
- IMPACT CTMS and Clintrial Data Management Adapter Kits
- 6 Key focal areas of business analysis and over 30 Key Performance Indicators (KPIs)
- Dozens of reports & views ready to run for immediate use
- Customized web interface for role-based content personalization
- Framework of business measures for easy & consistent custom report writing

### Learn more about Clintelligence

Ask your Cognos representative for a demonstration of Clintelligence. You may also contact 3C directly at 908/259-1101 or by visiting [www.3cpharma.com](http://www.3cpharma.com)