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Case Study

Implementing Ennov Clinical to Expand Service Offerings and Increase Revenue

Challenge and Need: Quickly Build Clinical Data Management Capabilities From the Ground Up.

In 2007, just one year after its founding, Almedis experienced a challenging request from one of its customers – the ability to provide a full compliment of Clinical Data Management services when none currently existed. Complying with this request afforded Almedis a unique opportunity to significantly expand their business and the company's top management decided to pursue a solution.

The challenge was significant – building a Data Management function from scratch would be complex and soon it became apparent that a Clinical Data Management System (CDMS) would be required to support this major new business initiative. There were, however, no experienced Data Managers who could help with the system selection, nor was there much information available about CDMS providers in the market. One thing was clear – it was critical that Almedis select the most comprehensive, affordable and user-friendly CDMS within a very short period of time or risk missing this incredible business opportunity.

Many key stakeholders at Almedis were involved in the selection process including the IT Manager, the Head of Medical Affairs, the newly-hired Data Manager as well as the CEO of the company. The final selection criteria were straightforward: a system that could meet Almedis' list of required features that was available quickly and at a reasonable cost.

About Almedis



Almedis is an independent contract research organization (CRO) with operations throughout Russia. Almedis provides a comprehensive range of services in support of international and local clinical trials, observational studies, data management, biostatistics, medical writing and training programs. The company acts as an effective resource for international pharmaceutical companies, contract research organizations (CROs), pharmaceutical and biotech companies launching their clinical research activities in Russia, as well as scientific research organizations.

The Solution: Ennov Clinical

Because of time and money constraints, Almedis made its decision without too much hesitation. Ennov Clinical was the right solution: comprehensive, feature-rich and intuitive. By far, Ennov offered the best value for money compared to any other CDMS solution on the market.

The implementation went smoothly and quickly and exceeded all of Almedis' expectations. Within a month the system was up and running and no major problems were experienced. The most time consuming part of the process was performing system validation, which required the involvement of Almedis personnel.

During user acceptance, the feedback was very positive. Initially, the number of users was small but has since increased considerably and now includes Data Managers from large international CROs, many of who have been using competitor's systems in the past. Users require very little time to learn the new system and give Ennov Clinical high ratings across the board. Clinical Investigators in particular really like the system, which perfectly suits their needs.

After ten years, there are six Data Managers at Almedis who use Ennov Clinical on a daily basis. Several hundred investigational sites and thousands of physicians are also regular Ennov Clinical users. After involving themselves deeply in the process, Almedis management and stakeholders are very satisfied with their selection of Ennov Clinical and the benefits they have realized.

Using Ennov Clinical, Almedis built a Clinical Data Management function from the ground up in just one month.

Conclusion

- **Increased Revenue:** Implementing the Ennov Clinical solution enabled Almedis to deliver Data Management services that resulted in an increased revenue stream.
- **Increased Skills:** Almedis has been able to expand and diversify their services portfolio, allowing them to manage comprehensive clinical projects.
- **Greater Market Share:** Almedis' experience has expanded to many therapeutic areas, study types and phases. It is now involved mostly in Phase I-III clinical trials, rather than just non-interventional studies.
- **Better Brand Awareness:** Almedis has grown from a niche provider into a full-service CRO according to accepted international regulations for clinical trials in Russia.

"For Almedis, Ennov Clinical has been the perfect match. We've increased market share and general profit. What's not to like".

Anna Torubarova
Head of Medical Affairs
Almedis