DSP Clinical Selects Medidata CTMS to Harness the Power of SaaS Delivery Model

DSP Clinical, a global, full-service contract research organization (CRO) dedicated to the management and execution of Phase I-IV clinical studies, was one of the early adopters of cloud-based technology—selecting Medidata's software-as-a-service (SaaS) clinical trial management system (CTMS) in 2006. Since then it has conducted more than 35 studies with Medidata's solution, and over the past year has increased the number of new, active studies running on the system by more than 40 percent.

The Challenge

When DSP Clinical entered the CRO market in 1999, the competitive landscape consisted primarily of large, incumbent CROs. These CROs had long-standing relationships with clients, many of which spanned over 15 years. By 2006, DSP Clinical, a small yet global CRO, found itself striving to stand out from the growing presence of new, niche entrants vying for the same business.

That same year, DSP Clinical's CEO Darlene Panzitta met with her executive team to build a plan of action to escalate their clinical trial management services to the ranks of the top-tier, full-service CROs. Panzitta decided not to focus on the limitations of "being a small player" or the growing presence of newcomers, but rather on using technology to offer innovative trial management services with a competitive edge. While many of the larger CROs were already invested in an on-premise CTMS or had built a proprietary system, many niche CROs decided to forego replacing spreadsheet methods so as not to incur large capital expenditures. Like its counterparts, DSP Clinical didn't have the kind of budget that on-premise trial management systems required.

Defining the Difference Between CTMS Delivery Models

While disparity between SaaS and legacy models—such as on-premise and hosted—are easy to explain, the differences between SaaS and web applications are more subtle. Web applications simply have a browser interface, and an on-premise or hosted solution can refer to itself as a web application if it has a browser interface. SaaS, on the other hand, has many more qualifying conditions. SaaS applications typically offer an extraordinarily high degree of configurability because SaaS vendors need to support the easy on-boarding of customers in a single instance of software. While the other delivery models offer varying degrees of configurability, SaaS solutions are built with configurability at the core. Additionally, SaaS products and subsequent enhancements are validated by the vendor and ready to be used as soon as they're introduced.

The Solution

The company's strategy was to implement a SaaS trial management system that (1) handles the complex clinical operations of each client's study requirements with ease, (2) offers continual enhancement of capabilities that keep pace with clinical research trends and (3) keeps the total cost of ownership low while offering the ability to quickly scale services as business grows. Medidata CTMS™ fit the bill.

- **Medidata CTMS is flexible and configurable, allowing DSP Clinical to serve any client's study requirements.** In an effort to grow its business and accommodate new clients, DSP Clinical selected Medidata CTMS because it provides flexibility for study-specific requirements. Over the past seven years, DSP Clinical has worked with clients on numerous Phase I-IV studies across dozens of therapeutic areas, meeting its clients' needs on a continual basis.

- **Medidata's Agile development methodology means that DSP Clinical's CTMS enhancements occur regularly and users benefit from rich, new capabilities as soon as they are introduced.** In 2006, DSP Clinical had the foresight to recognize that as industry standards and regulatory requirements changed, it needed a CTMS vendor that offered simple upgrades in pace with clinical research trends so it could continue to offer cutting-edge services. Since the implementation of Medidata CTMS, DSP Clinical has received multiple enhancements without incurring upgrade costs or requiring system overhauls.

- **Medidata CTMS' subscription-model pricing offers the same feature-rich CTMS functionality to any size organization.** Traditional on-premise software requires a significant commitment of resources, including license and maintenance fees, dedicated hardware and skilled internal resources—a common barrier to adoption for smaller companies like DSP Clinical. With affordable, pay-as-you-go pricing, DSP Clinical saved on upfront costs without having to compromise on functionality. Over the past seven years, DSP Clinical has lowered its total cost of ownership compared with organizations with a comparable on-premise or web-based solution.
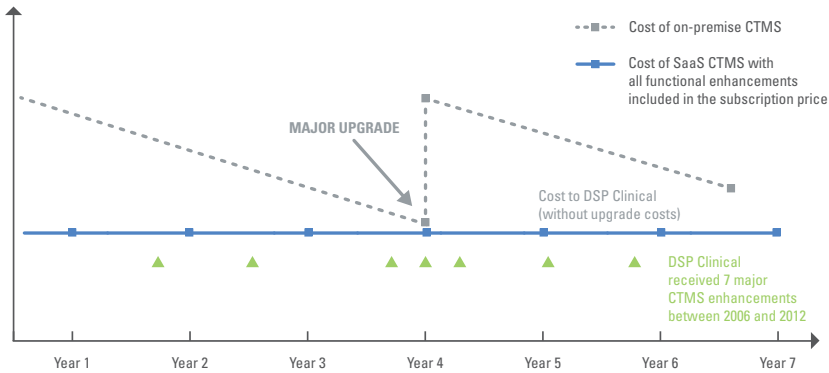
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Industry analysts estimate that the total cost of ownership of an on-premise offering is four times the initial license fee—making an on-premise solution a less viable choice for most organizations. Today, cloud technology has become mature, stable and readily accepted as a reliable and secure option by enterprises across industries.

Business Impact

Since implementation, Medidata CTMS has successfully supported DSP Clinical's organizational goals, as outlined in Figure 2.

FIGURE 2. HOW MEDIDATA CTMS SUPPORTS DSP CLINICAL'S TOP THREE BUSINESS GOALS

Business Goal	Solution	Medidata's Impact
Maintain Client Satisfaction	Accept any study requirements that meet the clients' needs.	Medidata CTMS is built with "configurability at its core." The flexible system allows for study-specific requirements.
Provide Industry-Leading Services	Ensure vendor's technology stays ahead of clinical research trends and capabilities quickly evolve to meet regulatory requirements.	Medidata's Agile development methods allow for frequent upgrade cycles that are available to users as soon as they're introduced.
Grow Business in a Scalable Manner	Select a SaaS CTMS to lower total cost of ownership.	DSP Clinical receives regular functional enhancements with its base subscription price of Medidata CTMS.

About DSP Clinical Research

Founded in 1999, DSP Clinical is a specialty, full-service CRO that manages all aspects (study management, monitoring, risk based monitoring, data management, statistics and medical writing) of a Phase I to IV clinical study for small to mid-size pharmaceutical, biotechnology and device companies, with a therapeutic focus on women's health, infertility/reproductive endocrinology, endocrinology, urology, gastroenterology and pain. DSP drives top-tier success for domestic and international clients through operational excellence, experienced staff, flexibility, passionate leadership and a unique fixed-cost billing model. In 2012, DSP was named one of the 50 Fastest Growing Women-Owned/Led Companies in North America by the Women President's Organization (WPO) and American Express OPEN.

dspclinical.com

About Medidata Solutions

Medidata Solutions is the leading global provider of cloud-based solutions for clinical research in life sciences, transforming clinical development through its advanced applications and intelligent data analytics. The Medidata Clinical Cloud™ brings new levels of productivity and quality to the clinical testing of promising medical treatments, from study design and planning through execution, management and reporting. We are committed to advancing the competitive and scientific goals of global customers, which include over 90% of the top 25 global pharmaceutical companies; innovative biotech, diagnostic and device firms; leading academic medical centers; and contract research organizations.

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