

EUROPE'S LARGEST PHARMACEUTICAL COMPANY STREAMLINES DRUG TRIALS WITH HIGHLY FLEXIBLE eCLINICAL SERVICES

Sanofi-aventis achieves high end-user satisfaction with ITIL-based SPOC Help Desk



Sanofi-aventis is Europe's largest pharmaceutical group, and the third biggest in the world. In 2008, its revenues were €27.6 billion, of which it put back some €4.6 billion into research and development. At the beginning of 2009, it had 32 new molecules and vaccines at advanced stages of development, and applications for four further products had been filed with health authorities and were awaiting approval.

In a close partnership, Stefanini TechTeam eClinical Services helps sanofi-aventis to conduct their clinical trials in a global program quickly, cost-effectively and in full compliance with regulatory and professional standards.



SOLUTION

- eClinical Trial SPOC Help Desk Support
- Support a highly diverse ICT resource
- 24/365 remote monitoring and invention functions
- 24/365 bilingual support of end users to 15,000 end users globally



sanofi aventis

DID YOU KNOW?

- Stefanini TechTeam provides support in up to 32 languages
- Its help desk agents undergo a Pharma Regulatory Compliance test every 90 days
- It offers a highly transparent cost model
- It provides powerful tools and processes that are customized for each customer

ABOUT SANOFI-AVENTIS

Sanofi-aventis U.S., an affiliate of Sanofi, a global and diversified healthcare leader, discovers, develops and distributes therapeutic solutions

focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human

vaccines, innovative drugs, rare diseases, consumer healthcare, emerging markets and animal health.

“STEFANINI TECHTEAM ARE FLEXIBLE COMMERCIALY AND OPERATIONALLY. THEY PROVIDE STRONG TOOLS AND PROCESSES THAT ARE CUSTOMIZED AND CONFIGURED TO MEET OUR NEEDS. AND THEY RESPOND TO OUR REQUESTS QUICKLY AND DECISIVELY. IN OUR EXPERIENCE, THAT MAKES THEM DIFFERENT FROM MOST OF THEIR COMPETITORS.”

Béatrice Neyret – Head of Customer Services, International Clinical Operations, sanofi-aventis

FAST-ACTING RELIEF

This focus on research and development, and the resulting constant flow of new medicines and vaccines through the pipeline create a continuing need for clinical trials that prove the safety and efficacy of the new products. Every such trial must be conducted in accordance with rigorous professional, ethical and scientific standards. And each is exhaustively reviewed by regulators such as the Food and Drug Administration (FDA) in the United States and the European Medicines Agency in the EU.

As a result of these stringent requirements, pharmaceutical companies have developed protocols, processes and operating procedures. In 2007, sanofi-aventis decided to reap the benefits of working with a flexible and committed company, TechTeam Global. In November 2008 it migrated virtually all its centralized, web-based trials to TechTeam Global's eClinical Services. And by early 2009, the partnership was supporting more than 70 studies across some 2,400 investigator sites around the world, that are highly specific to their industry, and any newcomer who lacks a comprehensive knowledge of these will find it difficult to contribute effectively.

TechTeam Global was, however, already an experienced player back in 2007. Béatrice Neyret, who is one of sanofi-aventis's heads of customer services, recalls: "When TechTeam Global first started working with us we were very pleased with their knowledge of the clinical trials environment. We had expected them to take some time to get to know our needs and to understand the pharmaceutical industry's unique requirements and constraints. Yet there was virtually no learning curve. They knew almost everything right from day one."

ACTIVE INGREDIENTS

Every web-based clinical trial has two elements: a clinical component and a technical one. Stefanini

TechTeam specializes in the latter. It conducts an assessment of each investigator site to determine whether the hospital or clinic has the necessary hardware, software and connectivity to participate properly. Where a site lacks one or more of these, Stefanini TechTeam will coordinate the shipment of a configured laptop or an application, and if necessary will work with a local ISP to provide an Internet connection.

Stefanini TechTeam provides helpdesk support for clinicians who participate in trials. These can telephone for assistance toll-free to one of the company's three contact centers on two continents, or can email for help. Because study site staff in some remote hospitals do not always have skills in the world's major languages, Stefanini TechTeam can support up to 32 different languages. Every Stefanini TechTeam agent takes a Pharma Regulatory Compliance test every 90 days in order to ensure that they remain competent to field enquiries.

Béatrice appreciates the challenges that Stefanini TechTeam's people face, and the professionalism and commitment they show in meeting them: "Providing technical support services for clinical trials is not the business we are in. Not only do we not know how to do it; we don't want to know how to do it. Stefanini TechTeam has dedicated people who deliver good support and systems.

For example, we recently measured their performance in assessing trial sites, and found that the process had significantly improved and was taking less time."

HEADACHE CURE

Stefanini TechTeam prides itself on its commitment to customer service, and makes every effort to be an easy organization with which to work. This is partly reflected in the unique agility and responsiveness with which it reacts to each client's individual needs. It is also evident in the tailormade tools and processes that it delivers.

For example, it has developed especially for sanofi-aventis a new and highly transparent cost model, which has proved so popular that it is rolling it out to other customers in the pharmaceutical industry. This provides fixed costs for all the major components that make up its eClinical Services offering, and allows sanofi-aventis to compile budgets for each new tranche of trials with great ease and speed. It even includes a built-in volume discount formula.

This cost model is now part of a master contract, which again makes administration easier for sanofi-aventis. Each new trial or requirement takes the form of a simple order that draws down on the master agreement, so there is no need to renegotiate terms and conditions as the business grows.

Béatrice recognizes the benefits that the company's customer-centric ethos brings: "Stefanini TechTeam are flexible commercially and operationally. They provide strong tools and processes that are customized and configured to meet our needs. And they respond to our requests quickly and decisively."

ABOUT STEFANINI TECHTEAM

Today's global business environment requires focus on differentiated products and services based on the latest advances in technology. At the forefront of innovation, Stefanini TechTeam offers IT solutions that can adapt with your business. We have the people, industry and business knowledge, experience, and technology to help you conquer new markets. Specialties include: Outsourcing, Systems Integration and Development, Consulting, and Staffing Solutions.