

# CIO Review

The Navigator for Enterprise Solutions

PHARMA & LIFE SCIENCES TECHNOLOGY SPECIAL MARCH 31 - 2015 CIOREVIEW.COM

## 20 Most Promising Pharma & Life Science Tech Solution Providers 2015

The Pharmaceutical and Life Sciences sector is going through a positive metamorphosis due to the confluence of the biological science and information technology. The industry is changing its game plan by dropping old legacy systems and adapting newer technologies. This gradual transformation is characterized by simplified operating environments and access to real-time information through multiple channels. The changing customer demographics and the omniscient internet and mobility are transforming commercial operations; the way customers interact and collaborate. Technology solutions are helping organizations make digital shift seamless and deliver results with a mix of analytics, cross-channel interaction, and customized messaging. This has resulted in pharmaceutical companies exploring for new strategies and innovations.

There is also a gradual shift in the economic flow chart, depicting the ingress of many unique challenges arising from the macro-economic, demographic and industry specific factors. Today, products are losing patents due to shortened pipelines and tight deadline issues. There is an increased pressure on pharmaceutical industry to curtail the cost of R&D, in order to bring products faster into market amidst heightened government regulations. Expectations are also rising, with patients given a higher stake in health management decisions and treatment regimes. Many consulting companies are

assisting the Pharmaceutical sector in order to strike the right balance when it comes to treating these constantly aggravating issues. These companies act as the propeller to help their clients approach the right technology markets by making efficient business decisions and cost models, with a healthy dose of enterprise-wide innovations. As the search for efficiency continues, pharma companies are exploring for newer options in terms of technological solutions and consultant services for externalization, collaboration and consumerization to drive the future R&D.

In this edition of CIO Review, we bring to you “20 Most Promising Solution and Consulting providers to Pharma and Life Science 2015”, featuring the best vendors and consultants providing technology and services to the Pharmaceutical and Life Science industry. The companies featured have showcased extensive business process knowledge, in-depth integrated and innovative strategies combined with talent base across locations.

A distinguished panel comprising of CEOs, CIOs, VCs and analysts including the CIO Review editorial board have selected the top companies that are at the forefront of tackling challenges in the Pharmaceutical and Life Sciences market in the U.S.



**Company:**  
OmniComm Systems Inc

**Description:**  
Provides comprehensive solutions for clinical research with extensive global experience from over 4,000 clinical trials..

**Key Person:**  
Steve Johnson,  
President & COO

**Website:**  
omnicomm.com

## OmniComm Systems Transforming Clinical Research through Innovative EDC Solutions

It is no secret that the complexity of clinical trials continues to increase. “Increasing complexity and rising costs in clinical trials is a major industry issue,” comments Stephen Johnson, president and chief operating officer, OmniComm Systems. As a result, there is escalation in the overall cost of conducting clinical trials and bringing drugs and devices to the market. “Companies are striving to adopt technologies and

operational efficiency, productivity and reduce overall time to market. “Our technology solutions make electronic data capture (EDC) more attractive to research organizations and helps drive down costs,” asserts Johnson.

OmniComm’s core product—TrialMaster®, which includes modules like TrialBuilder and TrialExplorer—is architected for one purpose—to help solve the problem of increasing clinical trial expenses and bring drugs to market quickly. Aimed at Phase I through Phase IV clinical trials, the innovativeness of TrialMaster makes it unique in the market. “We are debunking the ‘EDC is a commodity’ myth,” states Johnson. “We are decommunitizing EDC.” For instance, OmniComm has built a Study Data Tabulation Model (SDTM) export utility within their product that automates the way submission-ready datasets are generated. Following the Food and Drug Administration’s (FDA) mandate that requires clinical trial data to be in a standard format, most companies spend a considerable amount of time and energy in getting their data into the recommended format. In such situations, OmniComm’s acclaimed SDTM export utility solution becomes highly valuable.

In similar vein, Johnson highlights a case involving a Boston-based biotech company that was generating clinical trial data and transferring it to vendor third party vendor to create submission ready data. “The company would spend upwards of \$150,000 to \$200,000 and take over 4 to 6 months just to convert that data into a submission-ready SDTM format,” says Johnson. By adopting OmniComm’s technology and building these directly into TrialMaster EDC, the biotech company was able to generate SDTM datasets within a few days rather than months. “It reduced their costs by about 75

percent,” reveals Johnson. Recognizing the need to be leaner and agile to gain a competitive advantage over established enterprises, Johnson steers his company towards delivering technology that is superior to that of their competitors’. “Over 30 percent of our investment goes into R&D,” he notes. OmniComm has had 14 major releases across their product lines over the last five years. This shows the company’s dedication to continuous innovation in reducing costs and expediting clinical research. “Moreover, as ‘EDC Specialists’, we offer three distinct EDC platforms designed to meet the diverse needs of our clients,” says Steve Johnson. While many companies use one EDC product across every type of trial, OmniComm EDC solutions are built for purpose to meet the variety of clinical research needs. For example, TrialOne® is specifically developed to automate Phase I clinic operations. Today, many top Phase I clinics in the world deploy OmniComm’s TrialOne technology. “We have a product called Promasys that is geared towards investigator initiated trials,” adds Johnson. “Unlike others, we have the right EDC solution for the right job.” OmniComm also has a commendable customer focus, through which they try to resolve virtually every call at the point of contact.

Amidst constantly changing market trends and FDA’s new guidance, OmniComm is committed to delivering technology that will enable their clients to ensure compliance in the face of changing regulations. “To compliment FDA’s data capture policies, we have built functionality within our technology that captures data directly from a variety of monitoring devices,” says Johnson. In fact, the company is set to release a solution that will allow capturing of data directly from the patient—a patient-centric data entry interface.

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processes that facilitate getting drugs to market faster while driving down costs,” he adds. The answers to these industry challenges lie with OmniComm. The company’s technology—at its core—is designed to improve



Steve Johnson