The Conduct Clinical Trials (CCT) Difference

CCT's team of experts is passionate about helping hospitals and health systems bring clinical trials to their physicians and to the communities they serve. Evaluating and supporting research programs is our only focus, and our seasoned, professional team is well-versed in all aspects of clinical trial programs.

What Conduct Clinical Trials (CCT) Delivers

Expertise

Conduct Clinical Trials (CCT) brings a unique blend of healthcare and clinical trial management expertise for successful navigation within community healthcare providers and the research industry.

- Experienced leadership
- Singular focus on clinical trial operations
- Extensive experience in multi-specialty trials
- Proven track record
- Strong support team
- New revenue stream
- Increased patient referrals
- National/international peer interaction

Assessment

Conduct Clinical Trials (CCT) assesses all aspects of clinical research site operations and provides recommendations and plans for optimal performance, enhanced compliance and increased efficiencies.

- Comprehensive site evaluation
- Regulatory and finance audits
- Financial management assessment
- Research staff evaluation
- FDA readiness assessment
- Patient recruitment/enrollment review

Support

Conduct Clinical Trials (CCT) provides comprehensive clinical trial operations support to hospitals, health systems and physician practices.

- Support existing operation
- Site rescue
- Trial contract and budget negotiation
- Stringent financial management
- Research informatics
- Regulatory compliance
- Patient recruitment
- Clinical trial pipeline
- Physician compensation model development

CONDUCT CLINICAL TRIALS

Clinical Research Program Start-up and Support Services

TOP REASONS WHY PHYSICIANS CONDUCT CLINICAL TRIALS

Conducting clinical trials is not only beneficial to the research and development of groundbreaking new medical treatments, but it is also a way to boost your income and credibility. When done correctly, clinical trials can greatly increase your practice income. If you decide to sell your practice, you'll have a valuable asset on your hands. Clinical trials usually entail to have a minimum budget of $100,000 for a group of 10 patients.

Aside from income, there are several reasons why physicians choose to conduct clinical trials.

RECOGNITION AS A THOUGHT LEADER

Conducting clinical trials puts you in a network of other leading physicians, and this relationship will boost your stance as a thought leader. Expect to be sought out by more members of your community due to your heightened credibility.

GROW YOUR PRACTICE WITH NEW PATIENTS

Patients are typically interested in participating in clinical trials because they are provided with monetary compensation. You can expect patients to flock to you as opposed to your competitor.

INSIDE TRACK TO CUTTING EDGE MEDICINE

As part of conducting clinical trials, you will be in a position to learn about leading-edge treatments, medications, and medical devices. This also means that your patients can take advantage of treatments that can't be found anywhere else. The appeal of clinical trials is far-reaching, affecting patients with health problems that could potentially be terminal due to the lack of available treatments.

REDUCE YOUR DEPENDENCY ON INSURANCE

If you are conducting clinical trials, you don't have to deal with the hassle of health insurance companies. This is a huge plus to you because it alleviates administrative burdens, but it's also an exceptional value and incentive to patients.

FREE ADVERTISING FOR YOUR PRACTICE

Pharmaceutical companies pay advertising costs to bring you a constant flow of patients. These patients are going to be yours long after the clinical trial is over.

GET PAID DIRECTLY

Both you and your patients get paid by the pharmaceutical company. No hassles or delays like you expect when dealing with insurance.

JB Revenue Management

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Executive Summary

Introduction

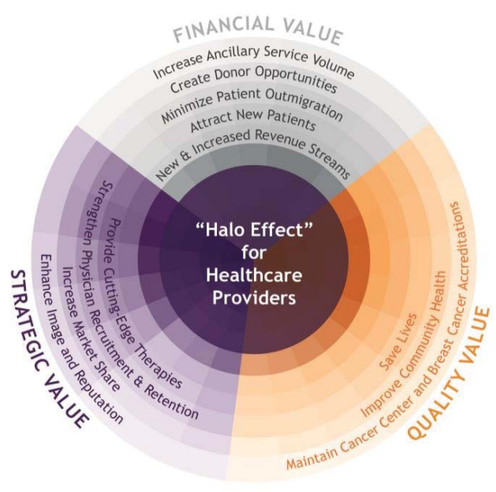
As new models for conducting clinical trials are emerging in the United States, community hospitals, health systems and physician practices are increasingly choosing to participate in research, an initiative that benefits medical science and the lives of patients. Healthcare providers are seeing tangible benefits from conducting research, such as enhancing an organization's identity, as well as its bottom line.

For decades, academic medical centers were the primary source for clinical research. Today, a majority of all industry sponsored clinical trials are conducted in a community healthcare setting. As competition for patients and physicians increases, community medical providers are looking to differentiate themselves as innovative leaders by embracing clinical research. Given the sweeping industry changes taking place, these providers are the more attractive option for trial sponsors who also are benefiting and helping to facilitate this shift.

In order to make an informed decision about whether the practice should invest in a research strategy, an understanding of the resources necessary, as well as the timeline for anticipated return on investment, needs to be understood.

The Research Halo

Innovative community hospitals, health systems and physician practices continuously search for ways to differentiate themselves from other health care providers with a focus on increasing market share. Many of those hospitals understand how a well-run clinical research program can introduce a new dimension of care through a *halo effect*.



Conduct Clinical Trials (CCT) Services

Research Program Development

Conduct Clinical Trials (CCT) assists in the development of compliant and financially sound clinical research infrastructures for hospitals, health systems and physician practices. By building in appropriate levels of accountability, quality assurance and continuity of services, Conduct Clinical Trials (CCT) provides the foundation for a successful effort.

However, it is important to note that securing pharmaceutical and device trials for a research naïve physician practice will take several months. Clinical trial sponsors will require assurance that the practice has the infrastructure in place to manage the trial, is engaged in providing quality data and is committed to meeting enrollment goals. Earning the trust of sponsors takes patience and time.

To aid in gaining sponsor attention, CCT's expert team can provide development guidance, administrative support services and clinical trial identification. This external Conduct Clinical Trials (CCT) support allows the practice to function with a research coordinator while activities such as proactively searching for clinical trials, managing the initial regulatory submissions for IRB, as well as trial budget and contract negotiations are being performed off site by professionals who are proficient in those areas.

In order to best serve the specific needs of healthcare providers wishing to become involved in research, Conduct Clinical Trials (CCT) offers a menu of services.

Program Start-Up Services:

- Implementation and Strategic Advisement
  - Conduct an educational session to outline a recommended research model and resources necessary to build a program that generates revenue
  - Assess the practice's capabilities and make recommendations on how to best facilitate clinical trial activities
  - Provide an educational session on sponsor communications, pipeline process, and site qualification visits
  - Provide a template research coordinator job description and recommended qualifications necessary

  Conduct Clinical Trials (CCT) will provide on-going strategic guidance to help the practice in the development phase and to ensure compliant processes are being created.

- Industry Standard Training
  Complete training for you and your research staff. CCT will make your transition into research as seamless as possible. Which allows you to focus on patient care.

- Standard Operating Procedures (SOPs)
  Conduct Clinical Trials (CCT) will provide template SOPs based on best practices that meet regulatory agency guidelines.

- Physician Profiling for Sponsor Communication
  Conduct Clinical Trials (CCT) will immediately develop a profile of interested physicians and the practice's capabilities in order to begin communication with trial sponsors, which is key to building a robust pipeline of trial opportunities.

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