

## Strategikon Pharma: Synchronizing a Clinical Study



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**Anca Copaescu, Founder & CEO**

"No one can whistle a symphony. ItOn the other hand, to optimize CRO bidding processes, Clinical Maestro has takes a whole orchestra to play it."two primary settings, i.e. bid-to-spec and bid-to-expertise. As the name This inspirational quote by Halford E.suggests, bid-to-spec allows bidding based on the specification provided by Luccock, a prominent Americanthe sponsor, and alternatively, bid-to-expertise leverages the CRO's Methodist minister and academician,experience in the creation of bids. After the completion of an RFP, Clinical perfectly illustrates the significance ofMaestro communicates directly with preferred partners to improve tracking a collaborated effort in engineering aand auditability versus email.

masterpiece. Influenced by the same notion, California-based StrategikonFor sponsors, Clinical Maestro captures the submission of RFP answers in a Pharma, a leading-edge pharma techdigital format, driving efficiency into the due diligence that follows the company, built its end-to-end cloud-processing of RFPs. "Today, the entire outsourcing journey can be completed based platform, Clinical Maestro,without exchanging one piece of paper; the selection history and decision coalescing all the key processes formaking process are captured by the system for inspection readiness and planning a clinical study—clinical trialfuture data mining," opines Copaescu.

budgeting, sourcing, and outsourcing management—into a moreClinical Maestro enhances the CRO bidding journey, enhancing the multi-streamlined experience. sponsor management, bid comparison and analyses, building qualification databases and imbuing efficiency into Sponsor interactions. "Most

"The development and execution of a clinical trial involve collaboration betweenpharmaceutical companies today, use "standardized" bid grids. However, sponsors—biotechs and pharmaceutical companies developing a drug—and CROs,"each "standard" is unique to the sponsor, so in fact, there is no standard at says Anca Copaescu, founder and CEO of Strategikon Pharma. Frustrated by the lack ofall. This causes CROs to spend significant numbers of hours mapping tools available to efficiently plan, initiate, and manage complex clinical contracts,sponsor-specific internal bid grids, which often results in mapping errors and Copaescu founded Strategikon Pharma in 2017. "Ninety percent of the clinical studymakes the contracts challenging to track," says Copaescu. With Clinical planning and outsourcing is manual, involving tremendous effort with limited accuracy,"Maestro's new digital standard, the CROs can better align themselves with adds Copaescu. With Clinical Maestro, sponsors and providers alike gain the ability toSponsors' expectations to achieve tremendous cost savings and instill transparency in communication, drive seamless collaboration, and achievedifferentiation. As a result, less time is spent in deciphering cost and more on effective results from a clinical trial. At the same time, Clinical Maestro enablesunderstanding execution strategy and excellence. All these processes taken customers to clearly define and execute flexible strategies that address the industry'stogether, "Strategikon Pharma's Clinical Maestro platform drives operational long-standing challenges pertaining to clinical trial management. Apart from bringingexcellence in the overall clinical outsourcing process," states Copaescu. At transparency to clinical studies, the quality of a pre-outsourcing plan is paramount for thethe core of Strategikon Pharma's ethos is delivering a solution that finally delivery of an effective clinical outsourcing process. Strategikon Pharma, therefore,allows sponsors and CROs to overcome the age-old obstacles in clinical offers an effective framework for RFP processing with Clinical Maestro's 'PORTFOLIO'outsourcing in a new and transformative manner. Looking ahead, Strategikon component and facilitates the planning and management of scenario-based RFPs. At thewill drive innovation within the clinical trial infrastructure by consolidating the same time, the 'SOURCE' capability of the platform allows researchers to efficientlyentire intelligence engine behind the outsourcing of clinical processes. "We transfer information from the pre-outsourcing plan into the RFP process. "Our softwareare focused on offering efficiency, transparency, better go-to-market time, enables sponsors to digitally control the entire outsourcing process management byand cost savings while striving to spur the industry's adoption of modern automatically moving the clinical study assumptions into a digital RFP template,"clinical tools and data," concludes Copaescu.

explains Copaescu.



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**Company**

Strategikon Pharma  
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**Management**

Anca Copaescu, Founder & CEO

**Description**

The development and execution of a clinical trial involves collaboration between sponsors—which can be individuals or pharmaceutical companies developing a drug—and CROs. However, the siloed operations and lack of an avenue to bridge the gap between the two entities is introducing inefficiencies into trial performance. In order to address this challenge and break down the walls between CROs and sponsors, Strategikon Pharma has developed Clinical Maestro. With this product, Strategikon Pharma delivers a novel, faster, and more accurate way to plan, model, and manage clinical trials



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