

# Turning raw data into performance action

PERCEPTIVE MYTRIALS® ANALYTICS



## Customer benefits

- › Leverage predictive analytics to proactively respond to issues before they occur
- › Simplify clinical development through improved data quality
- › Visualize trends across studies and sponsors

## Organizations can leverage the power of Perceptive MyTrials® Analytics when:

- › A single cross-study oversight tool is needed
- › Facing complex decisions making such as adding rescue sites, launching recruitment campaigns in certain countries, adjusting operational resources across multiple studies, etc.
- › Wanting to identify risks, troubling processes and productivity challenges
- › Addressing conflicting data coming from multiple systems



Perceptive MyTrials® Analytics provides a suite of dashboards designed to leverage the power of cross-study metrics presented in new and meaningful ways. It allows clinical teams to intuitively become experts in understanding the health of their portfolio and make informed and proactive decisions in near real-time.

As clinical studies become more complex, there is a growing need for real-time and standardized analytics leveraging complex data from multiple studies. Using the enhanced tools and data available within the Perceptive MyTrials® Analytics solution, sponsors can visualize trends across studies, garner reliable intelligence, and confidently make data-driven business decisions. This information ultimately helps reduce risk, increase clinical trial efficiency, and speed time to market for both sponsors and patients.

Managing increasing amounts of information requires the ability to selectively process information based on meaning. It requires moving away from brute-force and manual effort. Quite simply, it requires the effective application of analytics. Perceptive MyTrials® Analytics enables the translation of massive amounts of data into real insight offering agility, productivity improvement

and control. The ability to quantify, communicate, deliver and measure information empowers clinical teams to become change agents, transforming the organization around them.

Perceptive MyTrials® Analytics greatly simplifies the day-to-day decision making process by allowing identification of trends leading to targeted interventions. At a higher level, it can also support improved control or enhance the performance of important processes. Identifying and reducing the complexity of key processes may lead to operational cost savings, reducing compliance risk and ultimately create a stronger organization supported by evidence of best-practice.

With the Perceptive MyTrials® Analytics solution, clinical trial sponsors can use a mobile-enabled, single entry-point to access data analytics for multiple studies simultaneously. The solution offers near real-time and aggregated analytics allowing sponsors and Parexel's clinical research professionals to detect key issues and bottlenecks.

While the solution has been primarily designed for executives, program operation leaders and study managers, it provides the entire study team access to easy-to-use visualizations with drill down capabilities. As a result, key stakeholders can benefit from the same information ensuring better alignment across your organization.

Appropriate analysis of information delivers insights and direction that are useful in the moment. Sponsors can drive actions based on their new and improved decision-making capability and turn data they already collect into a powerful new source of information.

The Perceptive MyTrials® Analytics solution also offers cross-sponsor viewing options for clients who need to evaluate data from multiple sponsors which is particularly valuable in the course of mergers and acquisitions.

#### **What Perceptive MyTrials® Analytics provides:**

- › Proactive informed decision making
- › Visualization of trends across studies
- › Easy review of cycle time performance to identify points of concern or timeline deliverables
- › Allows a user to understand how their studies are performing at a glance
- › Cross study metrics so performance can be compared across the organization
- › Cross sponsor metrics for clients with the potential to merge assets

#### **Main users for include but are not limited to:**

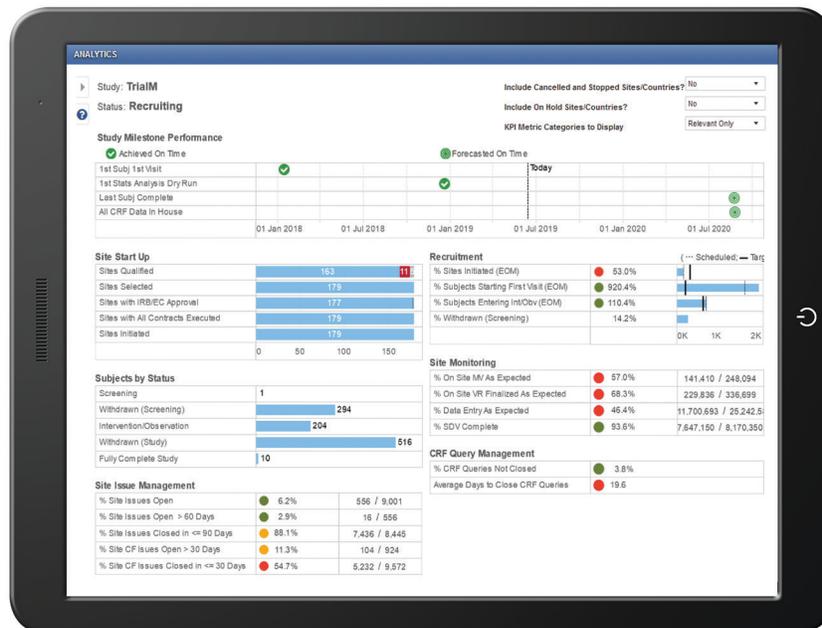
- › Program operation leaders
- › Study managers
- › Executive

#### **Cover functional areas such as:**

- › Performance oversight
- › Start up
- › Recruitment & enrollment
- › Milestone management
- › Monitoring
- › Issues and data management

In conclusion, one of the most important value drivers of Parexel's robust analytics tool is the ability to put actionable information within sight of the people who can use it to benefit the company's current and future performance. Parexel's Perceptive MyTrials® Analytics solution is enabling users to become experts in understanding their data without any previous expertise. As a result clinical study managers now have the control and conviction to turn raw data into performance action.

Part of the Perceptive MyTrials® framework, enabling integration with clinical trial software applications helps users plan, design and conduct clinical trial programs in a single place.



Perceptive MyTrials® Analytics allows users to find intervention points, identify at-risk activities, and keep studies on track.

Your Journey. Our Mission.®

Offices across Europe, Asia, and the Americas  
[www.parexel.com](http://www.parexel.com)

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