

*CMIC Holdings Co., Ltd. Recognized for*

**2021**

**Market Leadership**

Asia-Pacific Contract Research

Organization Industry

*Excellence in Best Practices*



**CMIC**

Pharmaceutical Value Creator

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. CMIC excels in many of the criteria in the contract research organization space.

AWARD CRITERIA	
Growth Strategy Excellence	Technology Leverage
Implementation Excellence	Price/Performance Value
Brand Strength	Customer Purchase Experience
Product Quality	Customer Ownership Experience
Product Differentiation	Customer Service Experience

### DCTs A Safe Alternative to In-Person Clinical Trials during a Pandemic

Due to streamlined regulatory pathways, low study costs, and patient population diversity, Asia-Pacific (APAC) is a hot spot for clinical trials. Large pharmaceutical companies go from developing and manufacturing drugs in-house to optimizing development costs by outsourcing some of these functions. It is becoming increasingly common, especially for research and development (R&D) activities.

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**- Azza Fazar, Best Practices Research Analyst**

CMIC leads the Japanese contract research organization (CRO) market, emerging with over 28 years of development experience in the APAC region. The company has 135 active clinical trial sites in 13 APAC countries and region-specific expertise to further establish its leadership position in the industry. Market offerings such as deploying new technologies for product development and incorporating innovative solutions for the healthcare industry, ultimately, creating value to improve patients’ lives, differentiate it from similar CROs.

The pandemic accelerated CMIC’s decentralized clinical trials (DCTs) initiative introduction. DCTs do

not make it mandatory for subjects to visit medical facilities, hence reducing the virus spread risk while still safeguarding trial participation.

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CMIC's DCTs go beyond Japan. It offers these services on a broader regional scale within APAC, ensuring consistent service quality across countries via a common platform. The company builds close communication with its sponsors, clinical sites, and patients. Implementing its key offerings consistently and with high-quality influences the market potential positively as strategies initiate.

### ***Digital Therapeutics for Optimum Performance***

CMIC's successful journey in the market is due to the potential for growth of its R&D, DCTs, and digital therapeutics (DTx) offerings. The company is taking steps towards facilitating one-stop DTx development services. Through its strategic partnership with SUSMED, Inc. (SUSMED), CMIC caters to its pharmaceutical and biotechnology customers' needs throughout application development to post-launch support. It provides integrated contract services for developing DTx applications and ensuing tests in clinical trials. Moreover, the two companies are developing additional services jointly to facilitate a single, unified service platform, including post-market patient and healthcare provider support, distribution, quality control systems, data security management, and funding support. This partnership will inevitably help advance Japanese DTx market growth.

As for the Japanese DTx market, which is still in its nascent stage, market growth will increase rapidly as pharmaceutical companies establish required synergies with drugs. It is essential to determine the case use indication and purpose and consider if DTx works better in combination with a drug or as a single application for optimum patient outcomes.

### ***Accelerating Growth in Asia-Pacific***

CMIC demonstrates efforts in creating demand in an uncontested market, considering other CROs in APAC have yet to show similar progress in supporting clinical trials with DTx services. Frost & Sullivan believes that the company's proven knowledge in conducting clinical trials for DTx will positively accelerate the pharmaceutical industry's digital transformation in the next five years.

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In June of 2021, CMIC established a strategic partnership with Lokavant Oversight, a monitoring and operational risk management platform. This agreement is the first predictive analytics arrangement for clinical trial operations in the APAC CRO market. It goes beyond traditional risk-based monitoring by placing an end-to-end solution through Lokavant's historical operational data and CMIC's data. Such a solution enables next-generation risk-monitoring to predict data quality issues,

timeline delays, and over-spending. The partnership allows CMIC's clinical team to be proactive when mitigating issues and improving trial outcome quality.

Additionally, the two companies are co-developing data-driven metrics for tracking study development across historical and ongoing CMIC studies, producing impactful insights to further grow its leadership in APAC. The company generates feasible plans to integrate DCTs with local regulations, thus amplifying its position as one of the largest CROs in the region.

### ***Excellent Customer Services and Support Ensure Execution Success***

Although new (November 2020), CMIC's DTx services already have positive feedback from clients. All stakeholders involved in clinical trials incorporating DTx install an application on their mobile devices, facilitating pharmaceutical product prescription. The greatest challenge in conducting these trials is educating and engaging the patients to use the technologies. Thus, the company ensures site staff is readily available to assist participants requiring assistance, enabling a smooth clinical trial process.

Also, determining the need to conduct a placebo study and developing appropriate apps are complex tasks in DTx clinical trials. Combining its strong call center network, conducting surveys at medical institutes, and SUSMED's expertise in DTx solution development positions CMIC to assist in sham app development for double-blinded DTx studies. It already has workflows set up to support patients installing the application, providing step-by-step instructions on using it throughout the study. In addition, CMIC prioritizes its clients' and patients' wellbeing and satisfaction on par with its solutions' performance and quality emphasis, a critical approach for gaining market share and sustaining leadership over the long haul.

## **Conclusion**

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CMIC is a seasoned Japanese clinical research organization (CRO) with a strong presence in the Asia-Pacific (APAC) region and globally. The company provides best-in-class services owing to its deep industry knowledge and expertise through its revolutionary solutions, decentralized clinical trials, and digital therapeutics development offerings. It places the utmost importance in establishing strategic partnerships to strengthen its position in the APAC region, as seen through its most recent agreement with Lokavant Oversight. Frost & Sullivan also commends CMIC for its well-planned growth strategies, deduced through experience from its CRO counterparts worldwide and subsequently applied to its business model, thus strengthening its industry leadership.

With its strong overall performance, CMIC earns Frost & Sullivan's 2021 APAC Market Leadership Award in the contract research organization market.

## What You Need to Know about the Market Leadership Recognition

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Frost & Sullivan's Market Leadership Award recognizes the company that achieved the greatest market share resulting from outstanding performance, products, and services.

### Best Practices Award Analysis

For the Market Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

**Growth Strategy Excellence:** Company demonstrates an ability to consistently identify, prioritize, and pursue emerging growth opportunities

**Implementation Excellence:** Company processes support efficient and consistent implementation of tactics designed to support the strategy

**Brand Strength:** Company is respected, recognized, and remembered

**Product Quality:** Products or services receive high marks for performance, functionality, and reliability at every stage of the life cycle

**Product Differentiation:** Products or services carve out a market niche based on price, quality, or uniqueness (or some combination of the three) that other companies cannot easily replicate

**Technology Leverage:** Company is committed to incorporating leading-edge technologies into product offerings to enhance product performance and value

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers are proud to own the company's product or service, and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and of high quality

