

FROST & SULLIVAN

parexel®

**2022**  
**CUSTOMER**  
**VALUE**  
**LEADER**

*GLOBAL DECENTRALIZED  
CLINICAL TRIALS CONTRACT  
SERVICES INDUSTRY*

## 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. Parexel excels in many of the criteria in the decentralized clinical trials contract services space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

### Shifting the Decentralized Clinical Trials Industry

Founded in 1982 and headquartered in Massachusetts, the United States, Parexel is a global contract research organization (CRO). Underpinned by a patient-forward culture, the company is a leading CRO

*“Parexel’s Patient Innovation Center ensures that trials have patient-centricity at their core by engaging the patient as much as possible. The center is a resource for global perspectives, leveraging patient advisory boards and applying its Patient Insights methodology when designing clinical trials. The process covers three crucial phases in clinical trial planning: pre-study, during the study, and post-study.”*

*- Azza Fazar,  
Best Practices Research Analyst*

with top-notch clinical support capabilities and integrated consulting expertise, streamlining the clinical trial process.

Before the COVID-19 pandemic, the concept of decentralized clinical trials (DCT) was still in its embryonic phase. The pandemic proved the traditional, site-centric clinical trial model needed to evolve, thus accelerating its adoption. Reportedly, 70% of patients live more than two hours away from the nearest research site.<sup>1</sup> DCTs make clinical trials more accessible to potential participants. Still, the DCT industry faces challenges acquiring new technology vendors and specially-trained couriers that manage

and process higher patient data volumes and technological failure.

<sup>1</sup> <https://www.ncbi.nlm.nih.gov/books/NBK548971/>

Parexel combines in-house expertise and patient and caregiver insights with cutting-edge technologies to tailor strategies to plan, operationalize, and safeguard security and safety measures to execute DCTs. The company has more than 250 DCT projects under its belt, with either hybrid or entirely virtual approaches.

### ***Building Trust through a Patient-first Approach***

Parexel's DCT offering goes beyond its extensive expertise and best-in-class capabilities with patients at the center. The company has earned a sterling reputation, supporting its clients' path toward minimizing every patient's burden while accumulating real-time, accurate data. Unlike competitors, Parexel builds its DCT solutions by collaborating closely with a range of industry stakeholders and partners to evolve alongside market needs and trends.

#### **Patient Innovation Center**

Parexel's Patient Innovation Center ensures that trials have patient-centricity at their core by engaging the patient as much as possible. The center is a resource for global perspectives, leveraging patient advisory boards and applying its Patient Insights methodology when designing clinical trials. The process covers three crucial phases in clinical trial planning: pre-study, during the study, and post-study.

- Before every DCT study, the center uses a combination of web listening, patient, caregiver, and site staff input to create protocols for identifying and addressing potential barriers hindering participation. The center's regulatory professionals also include patient-centric guidance for agency requirements.
- During a DCT study, the center's purpose is to simplify the process for patients by offering them alternative solutions such as eConsent, home nursing, direct-to-patient drug shipments, and video monitored dosing. Moreover, it is able to remotely capture, transmit, and store data in a secure platform through wearables via its Patient Sensor Solutions.
- Once the trial ends, the center promptly supports the clients in getting crucial therapies into the market. It facilitates early access to medicines through its Managed Access Programs for patients who need them the most.

Thus, Parexel's Patient Innovation Center optimizes patient recruitment, enhances patient retention, and increases patient engagement.

#### **Inclusive Practices**

Parexel strives to make every trial as inclusive as possible, a significant driver in DCTs. Notably, the company tackles the three key areas of inclusion (logistics, medical/scientific and cultural/behavioral) in conjugation with Patient Advocacy groups.

As participant needs constantly change, the company empowers patients by enabling them to choose their preferences on a visit-by-visit basis, influencing patient retention.

By enabling patients' choices on a visit-by-visit basis, Parexel addresses their logistical needs. For example, a patient with irritable bowel syndrome cannot predict how they may feel on a given day.

*"The company tackles the three areas of inclusion (logistics, medical/scientific and cultural/behavioral) and participant trust through patient advocacy groups."*

*- Azza Fazar,  
Best Practices Research Analyst*

The patient advocacy groups act as a space for a range of inclusivity groups to share information on what to keep in mind when designing trial protocols and for site selection, among many others. For instance, trial protocols may exclude specific individual differences, for example, high body mass index groups. The company actively works with

its consultants to eliminate such discrimination when designing protocols.

### **Trust at All Sites**

Patient interaction with the healthcare personnel is what drives patient recruitment and retention. Thus, Parexel uses a standardized test to determine how well each site meets inclusion requirements. The company's transparent, seamless, and frictionless approach and close relationships position it as a preferred vendor.

### ***Superior Client Experience: Growth Strategy Central Pillar***

Parexel attentively observes customers' pain points and leverages insights to identify and explore growth opportunities. For example, the main concern during the pandemic was to keep the studies ongoing and provide patients easy access to their respective drugs and care teams. The pandemic surely put the company's resources to the test. An oncology patient in one of Parexel's studies in Singapore who commuted across the border weekly from Malaysia could not travel to Singapore for treatment.

When patient and study continuity was at risk, the company brought in a multitude of subject-matter experts to assist in getting the drug to the patient across the border. Parexel's regulatory team worked with its operations team to get a protocol deviation done with the local Medicines and Healthcare products Regulatory Agency (MHRA) in Singapore while simultaneously working with the MHRA in Malaysia for approval to ship the medication. The company then worked with customs trade officials for import licenses as the drug was initially not approved for shipment into Singapore.

The success of this initiative makes Parexel the first to execute a cross-border direct-to-patient international shipment. Its global trade compliance experts within its logistics team earned sponsors' confidence that it can work hand-in-hand with subject-matter experts and devise game-changing solutions in the most complex situations. Additionally, the company successfully pivoted from physical to remote trial monitoring by convincing the local authorities in over 28 countries that the COVID-19 pandemic called for remote trial monitoring. Beyond clinical trials' continuity, Parexel also sourced CE-marked personal protective equipment for the safety of over 5,000 site monitors globally.

The company's swift COVID-19 response supported patients, sites and sponsors around the world with study continuity during the pandemic.

### ***Positioned for Growth***

Since the inception of their DCT service, Parexel's renowned reputation, customer-centric framework and strong focus on patients has positioned them as a trusted partner to sponsors in this innovative and fast-paced area. By partnering with a highly curated group of technology, supply chain and community healthcare providers, Parexel's solution facilitates flexibility whilst maintaining the highest quality standards and optimal user experience. As the area rapidly evolves, Parexel continue to scan the landscape and develop new solutions, enhancing Parexel's priority of executing patient-focused DCTs and ensuring that participation is accessible to everyone.

*"Innovation and strong partnerships further support our efforts in a market where nearly 75% of proposals include at least a hybrid trial model. We are pleased to continue to expand our offerings in this area."*

– Clare Grace, Ph.D., Chief Patient Officer, Parexel

Frost & Sullivan believes the company is well-positioned to drive the DCTs into its next growth phase, capturing market share and sustaining its leadership in the coming years.

### **Conclusion**

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Customer-centric strategies help companies safeguard leading positions in markets, but only if the approach is authentic and the implementation is seamless. Parexel incorporates patient-focused strategies and exemplifies best practice implementation. The company established a Patient Innovation Center dedicated to delivering the best DCT experience in the market through a panel of professionals and patient insights. The center has a proven track record of enhancing patient recruitment and retention and maintaining patient engagement. Additionally, Parexel's long-standing partnership with several key technology providers enables it to remove possible boundaries with DCTs. This overall patient-first approach offers immense value to existing and new customers and solidifies Parexel's reputation in the market.

With its strong overall performance, Parexel earns Frost & Sullivan's 2022 Global Customer Value Leadership of the Year Award in the decentralized clinical trials contract services industry.

## What You Need to Know about the Customer Value Leadership Recognition

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Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

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

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *Customer Impact*

**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 proudly 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 high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

