Case Study

# Integration of IRT and eConsent with Unified Delivery Provides Robust Solutions to Clinical Trial Sponsor

*Discover how it can simplify complexity, deliver a seamless user experience, and streamline operations to optimize clinical trials*


## Summary

Many clinical trial sponsors hesitate to move forward with digital adoption, often fearing disruption and the impact of change on sites and patients. IQVIA Patient Suite worked with one sponsor to identify and remove adoption pain points, delivering a unified and robust digital solution that integrated IRT and eConsent. Implemented using a unified team, IQVIA's solution met operational needs, exceeded sponsor expectations, and minimized the pain points of change across stakeholders.


## Background

Clinical trial sponsors face growing pressure to adopt innovative technologies to improve operations while also enhancing patient and site experiences. Potential benefits are clear. However, adoption presents unique challenges. These challenges include the need to integrate multiple systems and align site-specific trainings, which can drive complexity. Reluctance to embrace integration is often rooted in legitimate concerns around complexity: potential delays in trial start times, workflow redundancy, and complicated User Acceptance Trainings (UAT), among others. These factors underscore the need to prioritize unified integration and alignment across systems when adopting new technology.

## Case study: Clinical trial sponsor partners with IQVIA Patient Suite for integrated IQVIA IRT and Complete Consent implementation

**Sponsor challenge:**

Improve operations with a digital solution while minimizing disruption and the impact of change on the trial, its sites and the patients. Find a partner who could successfully orchestrate operational delivery, compress implementation timelines, plan effectively and ensure alignment across stakeholders.

**Integrated IRT and eConsent solution needed to:**

- Meet unmet operational and experiential needs
- Provide a unified build and delivery strategy
- Demonstrate rigorous implementation planning
- Reflect orchestrated operational delivery
- Capitalize on organizational synergies
- Establish a central point of communication for sites and the sponsor
- Develop and deliver robust and well-coordinated training programs
- Ensure alignment across stakeholders

**A collaborative approach**

IQVIA worked with the sponsor to align on a central vision and ensure a shared understanding of technology needs. The team presented a unified solution consisting of IQVIA IRT and Complete Consent, an IQVIA technology that optimizes the patient consent processes.

"We focused on streamlining the build process across these two products, maximizing efficiencies and leveraging a single point of contact for both products. A shared commitment to collaboration resulted in all stakeholders solidifying the plan and moving forward together." — large pharma sponsor

*"We focused on streamlining the build process across these two products, maximizing efficiencies and addressing complexity."*

*— large pharma sponsor*

*"Both systems went live ahead of schedule, and aligned teams addressed issues as they arose."*

*— large pharma sponsor*

## Results

IQVIA implemented a purpose-built, integrated solution with a unified process consisting of IQVIA IRT and Complete Consent.

IQVIA's integrated solution:

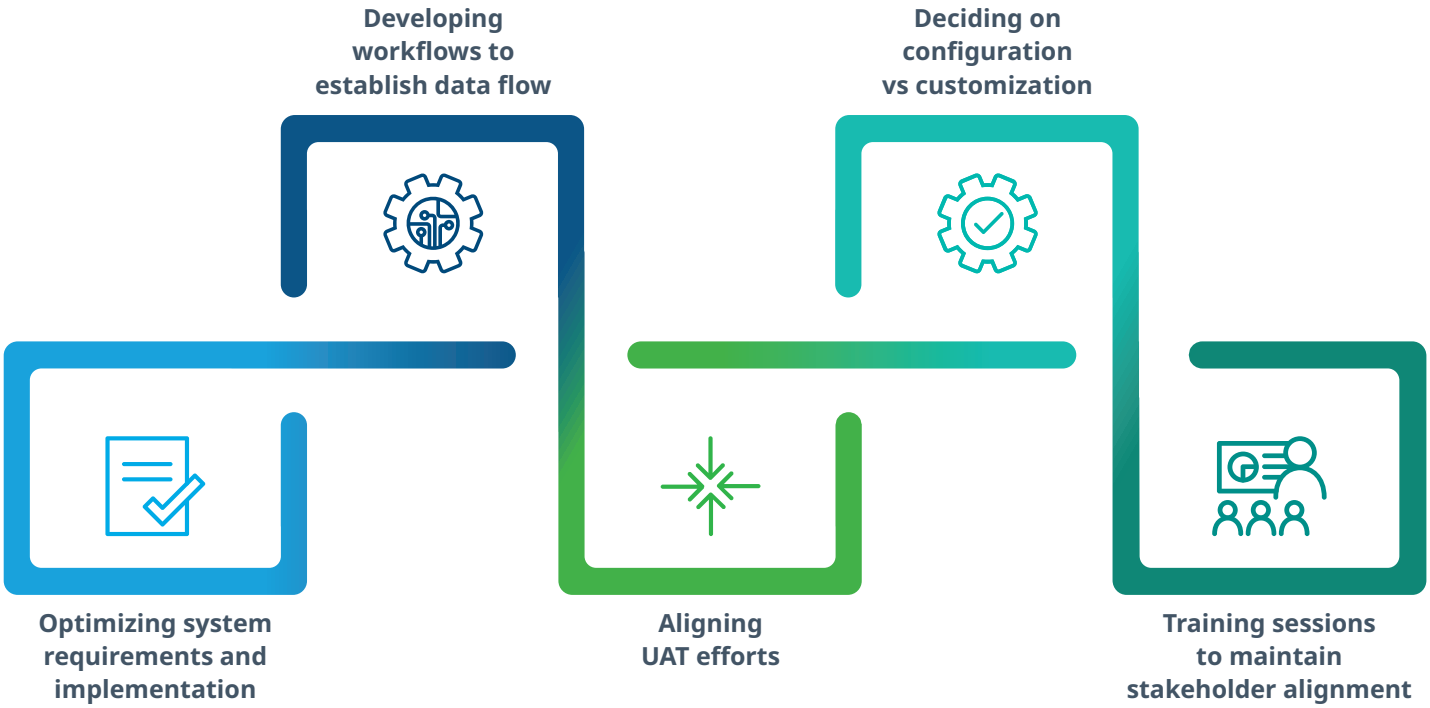
- Completed implementation ahead of schedule (for both systems)
- Addressed key barriers to technology adoption, as well as critical system requirements
- Was led by a unified delivery team that streamlined operations
- Reduced start-up times by making implementation more efficient
- Provided a single-user login
- Prevented redundancy with consolidated documentation
- Reduced patient burden by providing an interactive experience that improved understanding and engagement
- Harmonized data entry points
- Developed and delivered robust yet unified training programs
- Created smoother implementation experiences across stakeholders
- Supported decentralization by delivering consistent information across systems (on-site or remote)
- Provided a comprehensive audit trail and enhanced data quality/availability
- Provided real-time notice of consent

## Addressing the challenge of digital adoption

IQVIA has addressed sponsor concerns by designing an integrated build and delivery system that provides all the advantages of digital adoption while minimizing complexity.

"Our integrated delivery approach depended on people, process and technology. We worked to transform the complex implementation experience into a simplified, less overwhelming process for the sponsor and sites. Our process was laser-focused on driving quality, scalability and cost savings across every aspect of the trial. The resulting integrated technology delivered customized solutions that streamlined operations, maximized efficiencies and minimized obstacles."
— IQVIA IRT client services team lead

## Solution orchestration is more than technology integration




## Benefits of integrated IRT/eConsent solution

| BEFORE | AFTER |
|---|---|
| Multi-layer, multi-directional communication | Simplified communication path; single point of contact |
| Disruption due to siloed system enhancements | Coordinated, seamless feature enhancements across systems |
| Disparate data | Consistent data delivery across systems |
| Multiple logins | Single login |
| System redundancy | Streamlined operations with a unified solution |
| Data quality issues | Data efficiency |
| Slowed decision-making | Accelerated decision-making |
| Siloed technology | Integrated technology |
| Friction in patient experience | Seamless patient experience; unified participant number |
| Manual effort to meet audit requirements | Comprehensive audit trail |
| Administrative burden on patients | Reduced patient burden; better patient retention |
| Manual effort to reach compliance | Improved compliance; optimized regulation submission |
| Reporting burden for sites and sponsors | Enhanced efficiency in documentation and reporting |

## Looking to the future

As the clinical trial landscape evolves, embracing integrated digital solutions will be essential to overcoming the complexities of modern trials. By selecting expert technology partners, streamlining training, and ensuring unified data management, sponsors can successfully navigate the technology transition and achieve significant gains in efficiency and patient care.

## Next steps

Talk to us about how IQVIA's robust, unified and integrated IRT and Complete Consent solution can help you streamline workflows and processes, increase efficiencies, better harmonize data, and improve site and sponsor experiences. Contact us at www.IQVIA/IRT.

IQVIA TECHNOLOGIES

**CONTACT US**

**iqvia.com/IRT**