



Building One Home for Sites — How IQVIA Aims to Transform the Site Experience

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IDC's Quick Take

This IDC Link features IQVIA's announcements on One Home for Sites, a single sign-on (SSO) platform and dashboard for sites. This product launch underscores IQVIA's leadership in unifying the industry to transform clinical trials.

Product Announcement Highlights

On June 12, 2024, [IQVIA announced the launch of One Home for Sites](#), a new technology platform that would serve as a SSO for clinical trial sites, integrating all the clinical applications that a site could potentially use on one single platform. This would help address the challenges that sites routinely face, namely logging into multiple systems across multiple studies and multiple sponsors and creating a significant technology overload for sites. Bain has reported that this contributes to more than half of the site staff suffering from burnout, and IQVIA has found over one-fourth of sites declining more trials. Not only does this create a poor site experience, but it also shifts the focus of the site away from delivering high-quality patient care.

While the focus of the life sciences industry for long has been on addressing patient burden and even caregiver burden, it is very important to focus on sites as well. IQVIA intends to take on the role of a neutral aggregator, connecting the dots between all applications that a site uses, creating one log-in platform and one visualization dashboard displaying all the apps that a site uses, and simplifying matters considerably for sites.

IQVIA has gathered insights from over 100 site personnel for the development of One Home. It is currently piloting this with IQVIA Prime Sites, IQVIA's site networks that have committed to a long-term relationship with IQVIA. It is gathering additional feedback and metrics on users' experience and on efficiencies gained. It is also engaging with multiple clinical technology vendors and pharmaceutical companies to establish an industrywide approach to address site challenges, drive efficiencies at the site, and enhance site experience.

It is important to note that while sites will access multiple systems through an SSO, technology vendors or other CROs will still have full control over their own data. One Home for Sites has built in data security as a part of the application architecture and design, and data protection and encryption is provided for data at rest or in transit. Data captured by One Home includes administrative data, such as user access data, not data directly relevant to study decisions. As is the case with other IQVIA Technologies' systems such as Clinical Trial Payments and Investigator Site Portal, there is no conflict of interest with the IQVIA CRO and One Home for Sites regarding access and visibility to studies.

Three members of IQVIA Technologies' Partnership Program, namely Medidata, Greenphire, and Clario, have already committed to partner in this initiative.

IDC's Point of View

The reality is that sites do struggle with dealing with logging in to a multitude of applications on a daily basis. This solution has the potential to address this "multisystem access fatigue" that sites are experiencing. Yet getting buy-in from the multitude of stakeholders involved, including pharmas and biotechs, tech vendors, and other CROs will be by no means an easy task for IQVIA. Building that trusted partnership ecosystem will be hard. IQVIA should not only invest in driving focused messaging for sites on its own but must ensure that it partners with tech vendors and other CROs as well, to architect an integrated messaging strategy for sites, thus avoiding conflicting messaging from going out to sites. One Home for Sites holds promise. Provided IQVIA can address the aforementioned challenges, One Home for Sites is well positioned to really transform the site experience, driving faster and improved patient outcomes.

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