Accelerate clinical trials with operational support

Connecting teams, systems, and processes to speed time to market
Competitive, regulatory, and technological pressures are continuously reshaping the pharmaceutical landscape.

The life sciences industry is evolving. Fast. The market is driving the need for more diversity in clinical trials, consumer-grade services throughout the patient journey, and an increased need for accuracy to eliminate barriers to market. Companies need to be agile and resilient, while also navigating the potential landmines of regulatory fines and negative public perception.

The end goal is to improve patient outcomes and offer ever-greater value by enabling more involvement from participants, physicians, and R&D. Digital transformation efforts can automate and digitize workflows, reducing errors and standardizing processes across departments.

But disconnected, inflexible legacy systems prevent an end-to-end view of the business, leaving companies unable to share knowledge, track compliance requirements, and work efficiently to improve patient experiences. These challenges can impact recruitment, retention, and operational costs of clinical trials.

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1 Deloitte, Measuring the Return for Pharmaceutical Innovation, 2019
2 Clinical Leader, Getting a Handle on Clinical Trial Costs, 2019
The clinical trial phase of a drug’s lifecycle faces many challenges, impacting which life-changing and lifesaving drugs reach patients and the time it takes for them to do so. These roadblocks come from myriad places, including design, documentation, and access to clinical trials.

Rigidity of design is a major factor. For example, if something is not working, or not producing information-rich results, it is difficult to modify the trial and adapt to a new direction without operational risks.

Documentation matters. Historically, document management has not been a focus for life sciences organizations, but they continue to gain more scrutiny, as regulatory requirements tighten. Without audit-ready documentation, trials can fail.

Narrow requirements, geography, and access to clinics make it difficult to recruit the right participants. The result is clinical trials are often not diverse and do not have a large enough number of participants to closely mirror the population who could benefit the most.

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3. Contemporary Clinical Trials, “Clinical Trials Recruitment Planning,” 2018

4. Contemporary Clinical Trials Communications, Factors associated with clinical trials that fail and opportunities for improving the likelihood of success, 2018
Improving experiences with clinical trial operations support

Following up with clinical trial participants by email can lead to errors that nullify the trial—and cause delays. ServiceNow enables life sciences organizations to communicate with patients through a secure web portal, increasing accuracy and reducing operating costs. Throughout the trial workflow, embedded knowledge helps encourage consistent actions by participants. In addition, it is possible to monitor wearable assets, perform trend analysis, and run reports all from one screen.
Exploring the value of end-to-end clinical trial operations

Streamline and enhance clinical trial processes with ServiceNow to boost participant retention rates—and speed time to market.

- Accelerate the pace and success of clinical trials
- Reduce operational costs and risks through automation and digitization of processes
- Faster resolution times through major case identification and knowledge
- Improve trial participant retention rates
- Deflect to self-service, wherever possible
- Enhance health outcomes after product launch due to a more robust trial
- Implement audit-ready processes and documentation
Making an impact for your life sciences organization

Navigating digital transformation is a big deal. But, it is an important step to take to tackle operational challenges, be agile when the unexpected happens, and create cohesive processes and systems that improve experiences for patients, researchers, employees, and providers.

Move out of the siloed approach that leads to delays, inaccuracies, and frustrations. The Now Platform® integrates with your existing work processes and systems, giving you a centralized hub for action for clinical trial operations.

Our solutions help you every step of the way—from accelerating the onboarding process, to creating outlets that keep patients connected and informed throughout their care journey, to improving compliance and reporting. Everyone gains a clear line of sight into the data they need and the actions in progress. And ultimately, a great clinical trial experience creates loyal, long-time customers.
About ServiceNow for life sciences

With the Now Platform®, life sciences, pharmaceutical, and medical device companies can move faster, work smarter, and create better health outcomes.

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