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Partnering For Effective eClinical Study Management

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Perceptive eClinical brings over 30 years of experience in interactive response technology (IRT), participant randomization, and trial supply management (RTSM), and the broader eClinical landscape. It was founded as ClinPhone and rebranded over the years. Keith Halley, senior director of account management, says: “The stability of the IRT platform, the service, and the partnership that we provide to our key customers in the industry have remained stable throughout.”

Like Halley, Sam Carrington, director of projects and program management, has been with the company since the early days. The phrase that most resonates with her is ‘it’s about getting the right drug to the right participant at the right time’. “However, IRT and RTSM is much more than that for us. Our emphasis is on partnership and our commitment to the participant journey, from randomization to their last treatment,” she says.

Perceptive eClinical supports the patient journey, the sites, and the study team via technology that automates, simplifies, and predicts. They can help meet study goals—whether the focus is reducing monitoring effort or waste, or meeting cost or sustainability targets. Working as a partner means seeking to understand study goals and using that knowledge to inform IRT design.

Partnering From The Outset

All this is no small challenge in a world where each company’s clinical research team has unique needs and trials are becoming more complex every year. Perceptive eClinical partners with clients from the outset to meet this challenge, ensuring alignment from day one.

That includes listening to and understanding the protocol, early training, and ongoing support until the database is locked and final data is released. They also provide recommendations on the study design from solution designers and statistical experts.

While IRT capabilities are standard in the market, Perceptive eClinical sets itself apart in how it delivers them. Where the company differentiates itself, Carrington says, is in the way it works. Every project has an assigned project manager (PM) and expert team throughout the study build process and the live study. This partnership enables the team to develop an understanding and a relationship with the client and learn about the intricacies of the trial.

Project By Project

For every study, whether Perceptive eClinical has a long-standing partnership or is collaborating with a new sponsor, the study PM ensures continuous

oversight by reviewing and documenting project health every week. The PM assesses a defined set of key metrics to proactively identify potential risks, such as recruitment delays, data needs, or protocol changes.

“We have defined a range of study health measures that every PM assesses for every study to assure quality, which requires an action plan as soon as any potential risks are identified,” Carrington says. “We want to ensure that each study is running smoothly, according to the plan, the budget, and quality. The delivery and ongoing maintenance of studies are always monitored, and their status is reported to the senior leadership team.”

The PMs maintain an ongoing study journal as a tracker for monitoring any open items, and they meet with client teams regularly to review the study. “We want to know in advance if there’s an interim analysis coming up, any data they need, or any protocol amendments – or we can raise if we have noticed that there is no or slow recruitment.”

After the COVID-19 pandemic, Perceptive eClinical reinstated in-person meetings, recognizing their critical role in driving project success. Whether for quarterly governance meetings or system specification sessions, these face-to-face interactions provide an opportunity to review the system design firsthand, facilitating more efficient requirements gathering and user acceptance testing. The direct collaboration helps streamline processes and ensures the client team remains engaged and aligned with the study’s evolving needs.

People Are The Key

“I think what really sets us apart is our level of expertise and our experience from the people who support the development of the system and the clinical trial during the live phase, all the way through close-out,” Halley says.

He agrees that other systems available in the market have the same functionality and basic capabilities in terms of medication and randomization. Still, the Perceptive eClinical difference is that “the people behind it have years of expertise. They know our account standards and the expectations we’re able to deliver consistently and within the appropriate time frame.”

That experience, Halley adds, means that the company is well-positioned to proactively support clients when challenges arise. “We can say, ‘Actually, there’s a better solution for you. If you go down the path that you’re requesting, these are the consequences. These are

recommendations we make that will help you avoid risk three months down the line when your sites start recruiting participants’.”

In short, he says, the company uses its experience to help avoid future situations and deliver the right recommendations at the right time. It leverages experience in supporting clients through their challenges across a broad range of therapeutic areas and phases, “because [clients] don’t think they’re going to have them, but they always do”.

Perceptive eClinical aligns its teams with specific clients, which has benefits ranging from effective communication in the same time zones, to understanding ways of working and agreed system standards, to therapeutic area focus. Carrington says that, because the teams frequently work for the same clients, they can be a centre of excellence and familiar with the functionality, standards, and processes.

Account Management Focus

Carrington and Halley have managed accounts since their ClinPhone days, but Halley only recently established his current account management department. “We’re really an extension of what many of our customers have,” he says, “although they would call it either account oversight, vendor oversight, alliance management, or alliance oversight.”

Halley created the department to align directly with customers in overseeing their portfolios and governing agreed deliverables, from quarterly reviews to annual executive meetings. The department also aligns with clients’ key performance indicators (KPIs) and goals.

With a dedicated account management department, Perceptive has extensive experience in establishing standard and client-specific KPIs to monitor and enhance the success of partnerships. These include metrics such as timelines, project milestones, and customer satisfaction, amongst others, which are customized to align with each client’s strategic priorities.



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“The account management team joins quarterly governance meetings with clients, presenting any trends we’ve identified from our KPI review. Client KPIs are typically around on-time delivery, efficiency, and quality, so the fact that we’re already monitoring our health on a weekly basis supports that,” Carrington says.

Halley adds, “That’s a bit of a differentiator too, because our competitors do not all have a dedicated account management department to align for the oversight of the IRT, governance, KPIs, etc. They may try to do an element of it, but only within their individual PM’s or somebody else’s day job. It’s not a dedicated function for them.”

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One example Carrington cites of how the company has partnered with a client is a study with an extremely complex randomization algorithm, on which the statistical team worked closely with the client to implement within the IRT. The client wished to investigate a very particular covariate adaptive method that could maintain treatment assignment balance, reduce the predictability of treatment assignment, and simplify the statistical analysis.

Perceptive eClinical’s statistical lead, Malcom Morrissey, understood how important applying this method was to the client and the implications it had for the IRT setup. An early engagement workstream took place well before the IRT kick-off meeting to identify the best way to implement the method, which is known as common scale minimum sufficient balance (CSMSB).

Morrissey adds: “Typically, we are consulted to talk about additional design options we have available for a particular type of study and determine the optimal method for the trial’s randomization goals. In this instance, this sponsor had already decided on a randomization method they wanted to implement; they just needed to validate whether an IRT system could implement their novel, complex method successfully, with an understanding of how to support the method for the life of the trial.”

Same Support For All

As everyone in the industry knows, clinical research has no one-size-fits-all solution. Every client and every study has specific needs, and suppliers must adapt their offer to those.

Halley, however, stresses that Perceptive eClinical delivers the same dedicated expertise, governance structure, and experienced teams to every client, regardless of size or scope. “We’re dedicated to providing that same level of support and oversight to any size partnership.”

The landscape of clinical trials is in constant flux, with hybrid trials, personalized medicine, cell and gene therapy, and other innovations making them ever more complex. Even so, there is still a need for speed and IRT systems geared toward delivering projects quickly.

Commitment To Supporting Client Challenges

Perceptive launched a best-in-breed IRT/RTSM solution in June 2025, which reflects its commitment to impactful innovation while simplifying operations from sponsors, CROs, and clinical sites. “ClinPhone Pro is the result of staying close to our clients, truly listening to their challenges, including speed,” Halley says. “We’ve built a scalable platform to address current and future challenges by combining our expertise with insights from industry partners.”

“This is just the first of many steps,” adds CEO Mario Papillon. “The plan for the near future is to expand our product offerings, including drug forecasting. Our aim is to build on our IRT and RTSM system at the heart, with solutions clinical trials need that seamlessly integrate.”



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