

Decentralized Clinical Trial Platforms PEAK Matrix® Assessment 2023

November 2022: Complimentary Abstract / Table of Contents



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- ▶ Talent Excellence GBS
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- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Work at Home Agent (WAHA) Customer Experience Management (CXM)

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Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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This report is based on four key sources of proprietary information

- Proprietary database of IT services contracts of major IT service and platform providers, with life science IT services in the scope of work (updated annually)
- The database tracks the following elements of each contract:
 - Buyer details including size and signing region
 - Contract details including provider, contract type, TCV & ACV, provider FTEs, start & end dates, duration, and delivery locations
 - Scope details including share of individual buyer locations being served in each contract, Line of Business (LoB) served, and pricing model employed
- Proprietary database of IT providers and platform providers (updated annually)
- The database tracks the following for each service/platform providers:
 - Revenue and number of FTEs
 - Number of clients
 - FTE split by different lines of business
 - Revenue split by region
 - Location and size of delivery centers
 - Technology solutions developed
- Service/platform providers briefings
 - Vision and strategy
 - Annual performance and future outlook
- Buyer reference interviews, ongoing buyer surveys, and interactions
 - Drivers and challenges for adopting workplace services
 - Assessment of provider performance
 - Emerging priorities
 - Lessons learned and best practices
 - Key strengths and improvement areas
 - Emerging areas of investment

Providers assessed^{1,2}



1 Assessments for IQVIA, Aparito, YPrime, and REDCap Cloud excludes platform provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, platform providers' public disclosures, and Everest Group's interactions with decentralized clinical trial platform buyers
 2 Analysis for Clinpal is based on capabilities before eClinicalHealth got acquired by Cambridge Cognition

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information we collect that is contract specific will only be presented back to the industry in an aggregated fashion

Introduction

Decentralized Clinical Trials (DCTs) include collecting data through sensors or remote monitoring devices carried by a patient without the need to visit a site. These trials can deliver many benefits to pharmaceutical companies including cost savings, better patient recruitment and retention, flexibility in operation, and improved data quality. Before the COVID-19 pandemic, although the technology and literature to support DCTs existed, there were only a few pilots being conducted as enterprises grappled with regulatory uncertainties, upfront capital investment in sensors and products, and limited functionalities to decentralize clinical trials. The increasing need for remote patient- and site-centric trials increased the investments in DCTs. Desired patient experience, smooth onboarding of the diverse patient population, seamless technological execution during trials, and hassle-free logistics at the site have been the focus for enterprises. The momentum is expected to accelerate as we move beyond 2022, indicating that DCTs are here for the long term. Technological advancements (cloud, AI/ML, NLP, etc.), innovative business models, increased wearables support, FDA's push to the industry to adopt DCT, and a holistic approach to clinical trials have proliferated the landscape.

The accelerated virtualization in both consumer and trial contexts caused numerous start-ups to come up with innovative and flexible offerings, changing the landscape. DCT platform providers are taking an ecosystem approach to address challenges in the DCT space through various partnerships and M&As. Through co-innovation, continuous product improvement, and market education, DCT platform providers are focusing on increasing trust, speeding up trial timelines, and delivering a smooth experience in running DCTs.

In this report, we assess the capabilities of 24 platform providers specific to the decentralized clinical trial platform. These platform providers are mapped on the Everest Group PEAK Matrix®, which is a composite index of a range of distinct metrics related to a provider's capability and market impact. We focus on:

- The landscape of platform providers for DCTs
- Assessment of the DCT platform providers on several capability and market success-related dimensions

Scope of this report



Geography
Global




Providers
Life sciences
(biopharmaceuticals, medical
devices, and Contract Research
Organizations (CROs))



Provider offerings
Decentralized clinical trial
platforms

Decentralized clinical trial platforms | scope of the research

In this report, Everest Group focuses on platforms that enable decentralized clinical trials

 Scope of assessment

Mode of conduct				
Completely virtual		Hybrid (digitally-enabled trials)		
Core modules (technology products)				
Trial participant recruitment (screening and enrollment)	eConsent	Wearable technology with BYOD integration + Remote patient monitoring	Medication adherence	Televisit
eCOA/ePRO				
DCT platform capabilities				
Unified data platform	Integration of devices and workflows with existing clinical development systems	User training and support	Data security, privacy, and compliance	RWD collection and analysis
Site support and enablement	Single sign-on, user-friendly UI, smooth operations, multilingual offering, and support	Collaboration workflows for all stakeholders	Enterprise-wide scalability (geography and therapeutic areas)	DCT analytics (KPIs, next-best actions, and actionable insights)
Patient engagement (information exchange, feedback, training and support)				
Enabling services (in-house/partnerships)				
Home nursing services	Patient concierge services	Medical record review services	Drug and device provisioning	Remote CRA

Inclusion criteria for the assessment: platform providers offering at least **eCOA/ePRO, eConsent, and televisit capabilities** (out of the core modules) will qualify for this assessment

Overview and abbreviated summary of key messages

This report examines the global decentralized clinical trial platform provider landscape and its impact on the DCT market. It focuses on platform providers' position and growth in the DCT market, changing market dynamics and emerging platform provider trends, and assessment of their DCT capabilities

Some of the findings in this report, among others, are:

Changing market dynamics

- Platform providers are focusing on leadership hiring, improving DCT platform suites, and partnerships with auxiliary service providers to offer clients the best combination of platform and services to run their DCTs
- Enhancing patient engagement, improving retention rates, gathering real-time patient data, and ubiquitous omnichannel experience (app, web browser) supporting all the wearable devices have been the focus of pharma enterprises
- Solving data challenges, focusing on a unified experience across various channels (app, web browsers, etc.), transitioning from piecemeal deployment to enterprise-wide deployments, and scaling DCTs globally are emerging as focus areas for the DCT ecosystem

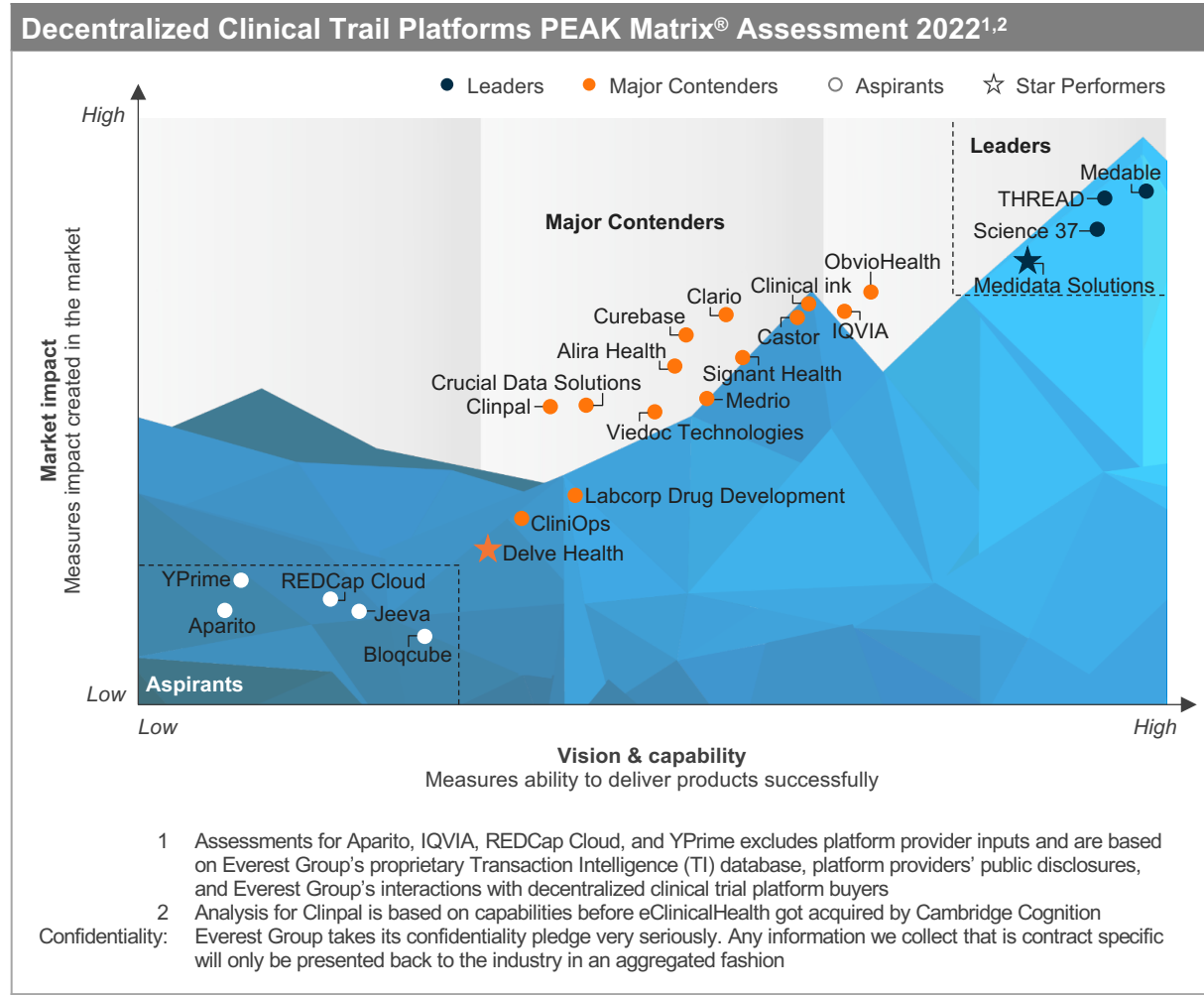
Emerging platform provider trends

- DCT platform providers are focusing on technological enhancements, innovative deals, and an ecosystem approach via M&A and partnerships to address DCT challenges and improve adoption
- Providers are expanding the scope of decentralized clinical trial services across APAC and European markets apart from North American Market

Platform provider delivery capability

- Decentralized clinical trial platform providers can be categorized into Leaders, Major Contenders, and Aspirants on a capability-market-impact matrix
- Medable, Medidata Solutions, Science 37, and THREAD are the current leaders in the decentralized clinical trial platforms market. However, several platform providers are emerging as major contenders with expertise in areas such as complex electronic Clinical Outcome Assessments (eCOAs), Electronic Data Capture (EDC)

This study offers three distinct chapters providing a deep dive into key aspects of the decentralized clinical trial platforms market; below are three charts to illustrate the depth of the report



Capability assessment

Illustrative example

Measure of capability: ☐ Low ● High

Providers	Market impact				Vision & capability					
	Market Adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
Provider 1	●	●	●	●	●	●	●	●	●	●
Provider 2	●	●	●	●	●	●	●	●	●	●
Provider 3	●	●	●	●	●	●	●	●	●	●
Provider 4	●	●	●	●	●	●	●	●	●	●
Provider 5	●	●	●	●	●	●	●	●	●	●
Provider 6	●	●	●	●	●	●	●	●	●	●
Provider 7	●	●	●	●	●	●	●	●	●	●
Provider 8	●	●	●	●	●	●	●	●	●	●
Provider 9	●	●	●	●	●	●	●	●	●	●

Everest Group's remarks on providers

Illustrative example

Measure of capability: ☐ Low ● High

Market impact				Vision & capability					
Market Adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
●	●	●	●	●	●	●	●	●	●

Strengths

- Clients appreciate the speed, innovation, flexibility, and above all, the cost of Platform provider's DCT suite
- Platform provider is quick to address issues that clients might face with the products
- The user experience of the platform is rated very good by clients

Limitations

- Provider positions itself as a self-service DCT provider and has limited partnerships to offer clients auxiliary services; this reduces the value proposition and flexibility to deliver the platform and service combination that is beneficial to clients
- Clients state that the vendor's delivery capabilities in the US can improve – they desire for a stronger US presence as the time difference can sometimes be a problem when most of their trials are happening in the US. They also note that it has taken effort in the last six to eight months to expand its presence in the US

Research calendar

Life Sciences Information Technology

 Published  Planned  Current release

Reports title	Release date
Increasing Diversity in Clinical Trials	October 2020
Clinical Development Platforms Market Overview	November 2020
Veeva Services PEAK Matrix® Assessment 2021	March 2021
Veeva Services Market Overview	July 2021
Decentralized Clinical Trial Products PEAK Matrix® Assessment 2021	July 2021
Decentralized Clinical Trial Products Market Overview	September 2021
Decentralized Clinical Trials Adoption Playbook	December 2021
Accelerating the Value of Data in Life Sciences	January 2022
Clinical Development Platforms Products PEAK Matrix® Assessment 2022	July 2022
Remote Patient Monitoring (RPM) in Decentralized Clinical Trials (DCT)	November 2022
Decentralized Clinical Trial Platforms PEAK Matrix® Assessment 2023	November 2022
Preparing the Landscape for the Next-gen Decentralized Clinical Trials (DCT)	Q4 2022
Life Sciences Decentralized Clinical Trial Products – State of the Market	Q1 2023
Increasing Site Preparedness for Implementing Decentralized Clinical Trials	Q2 2023
Assessing Enterprise Readiness to Conduct Decentralized Clinical Trials	Q3 2023

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