

Life Sciences Decentralized Clinical Trial Platforms State of the Market 2023

March 2023: Complimentary Abstract / Table of Contents



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Contents

1. Introduction and overview	5
• Research methodology	6
• Introduction	7
• Summary of key message	8
2. Everest Group Decentralized Clinical Trial Platforms (DCT) PEAK Matrix® Assessment 2022	9
• Focus of the research	10
• Everest Group PEAK Matrix® for DCT platforms	11
• Enterprise feedback for DCT platform providers	12
3. DCT adoption trends and market dynamics	14
• DCT adoption trends	16
– Core module adoption	19
– Auxiliary services adoption	20
– Geographic region wise adoption	21
– Therapeutic Area (TA) wise adoption	22
• DCT deal sizes	25
• Drivers and challenges with DCT adoption	26
• Regulators' role in DCT adoption	28
4. DCT platform provider landscape	30
• DCT platform provider landscape	31

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Contents

4. DCT platform provider landscape	
• Investment priorities for DCT platform providers	33
• Shifting focus areas for DCT deployments	35
5. Enterprise view of DCT providers	36
• Enterprise preference for DCT solutions	37
• Sourcing criteria for DCT solutions	39
• KPIs to measure RoI in DCTs	40
6. ESG initiatives and emerging technology opportunities in the industry	41
• ESG initiatives adopted by DCT platform providers	42
• Technology and analytics themes	43
• Emerging themes and future of DCT	44
7. Appendix	46
• Glossary	47
• Research calendar	48

Introduction

Decentralized Clinical Trials (DCTs) include collecting data through a patient’s sensors or remote monitoring devices 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.

Enterprises have accelerated their plans toward DCT adoption by investing in enterprise-level deals, looking to convert their piecemeal deployments into a comprehensive strategy aimed at enhancing the trial experience for patients, sponsors, and Contract Research Organizations (CROs).

This report looks at:

- DCT adoption trends and market dynamics
- DCT platform provider landscape
- Enterprise view of DCT providers
- ESG initiatives and emerging technology opportunities in the industry

Scope of this report



Geography
Global



Industry
Life sciences
(biopharmaceuticals, medical
devices, and contract research
organizations)



Provider Offerings
Decentralized clinical trial
platform

Summary of key messages

DCT adoption trends and market dynamics

- eCOA/ePRO, eConsent, and telemedicine experience high demand as they enable remote care and real-time data collection from patients
- Patient concierge and engagement with drug and device provisioning have seen high adoption across trials, while other services are picking up at a lower rate due to a lack of offerings from the providers
- North America and Europe are witnessing the maximum adoption of DCT; however, APAC countries have gained importance in recent times
- Neurology, Oncology, and infectious diseases trials have seen the maximum adoption of decentralization

DCT platform provider landscape

- Enterprises tend to prefer a partner-led approach over full-stack solutions as the former offers a comprehensive suite of matured technology solutions along with auxiliary services
- Leadership development, product enhancement, enterprise deals, geographic expansion, and inorganic growth have been the focus of DCT platform providers

Enterprise view of DCT providers

- Demand-side interactions indicate an increasing preference to adopt an end-to-end DCT solution
- Large enterprises look at the unified platform experience, and leadership team while small & midsize enterprises consider cost and flexibility as important KPIs for platform selection
- Clinical data captured during trials used for subsequent analytics and patient recruitment speed see high value in terms of measuring the return on investment made in DCT solution

ESG initiatives and emerging technology opportunities in the industry

- DCT is a boon for platform providers who need not spend an extra penny on the carbon footprint, improve diversity in clinical trials, and comply with regulations
- Voice analytics and behavioral analytics including medication identification and facial recognition seem to modernize clinical trials; study feasibility, compliance, and predictive analytics remain as the matured opportunities
- Retail pharmacy, wearable technology for connected devices, and diversity inclusion are some of the emerging themes of the decentralized clinical trials industry
- Current suite of solutions needs to evolve from being patient-centric to becoming broader stakeholder-centric



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

DCT adoption trend over the years

What percentage of your trial portfolio is/will be decentralized/hybrid in nature?



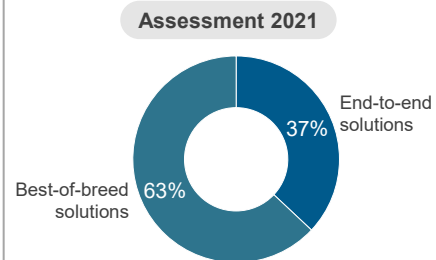
- Almost 80-90% of buyers mention that every trial in the future will have some decentralized component such as eCOA/ePROs and eConsent
- Enterprises look at digitizing the trials and reducing burdens on site and patients, pushing trials to be decentralized

Shifting focus areas of DCT deployments over the last two years

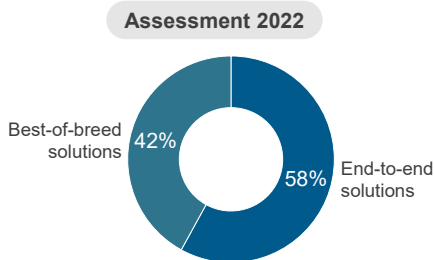
2021 focus	VS	2022 focus
Piecemeal deployments	DCT deployments	Increased focus on enterprise level deals
Patient centricity	Major focus	Stakeholder centricity – patients, sites, and sponsors
Scattered approach – mostly auxiliary services	Partnerships	Ecosystem approach – services, technology, and data
Lower focus on data quality	KPIs	Higher focus on quality of RWD collected in real-time
Major focus on market education but limited scale around user training	Consulting	Increased focus on holistic DCT consulting (market education, change management, and training)

End-to-end DCT solutions vs. best-of-breed DCT solutions

Type of DCT solution opted by clients
2021; N = 27



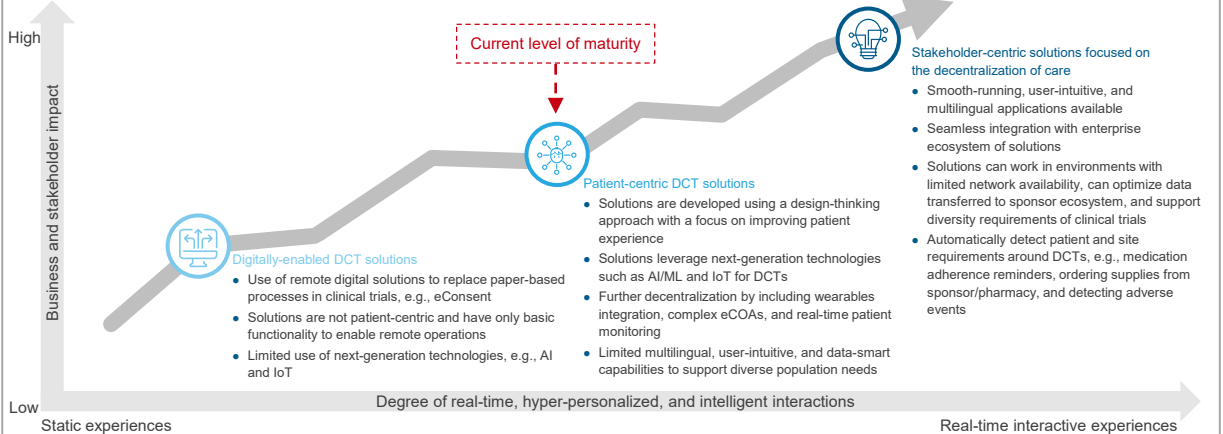
Type of DCT solution opted by clients
2021; N = 40



Enterprise-level deals with DCT providers among top pharma companies show the push for the adoption of end-to-end DCT solutions



Evolution of DCTs



Research calendar

Clinical Development Technology

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
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
Decentralized Clinical Trial Platforms Provider Compendium 2023	December 2022
Life Sciences Decentralized Clinical Trial Platforms State of the Market 2023	March 2023
High Performance Computing in Drug Discovery	Q1 2023
Life Sciences Commercial Technology – State of the Market	Q1 2023
Future of Hybrid Commercial Model – Orchestrating Hyper-Personalized Customer Journeys	Q2 2023
First Step for Hyper-Personalization – Unlocking the Value of Dynamic Customer Personas	Q3 2023

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