Q&A

WORKFORCE READINESS TECHNOLOGY MINIMIZES RISK IN CLINICAL TRIALS

Clinical trials often encounter operational challenges and sponsors and CROs seek effective site-readiness practices. In this interview, Joel B. Selzer, co-founder and CEO, ArcheMedX, Inc., discusses the impact that healthcare technology has on clinical trials, focusing on the development of the company's workforce readiness platform.

Q: Can you tell us a bit about yourself?

Joel Selzer: I have spent the past 15 years envisioning and delivering innovative technology and data-driven solutions across the life sciences and healthcare industries as an entrepreneur, board member, and advisor. During this time, I have co-founded and led three technology companies, Medical Funding Services, Ozmosis, and currently ArcheMedX. In each venture, we have applied creative approaches to improve the lives of our customers, thousands of clinicians, and most importantly millions of patients.

Q: Can you give us a brief overview of your product?

JS: Ready is an operational intelligence and workforce readiness platform that reduces the risks and costs associated with underperforming clinical trials. The platform enables clinical operations leaders to evaluate and improve the preparedness of project teams and site personnel by analyzing the behavior of each participant as they engage in personalized learning experiences that are designed and delivered within the platform. Ready serves as an early warning detection system to identify risks sooner, ensure resources are more effectively deployed, and enhance staff and site performance.

Q: This product came out of a healthcare and continuing medical education history. What made you choose clinical trials for this service?

JS: We spent the first six years at ArcheMedX powering hundreds of online medical education activities for national medical societies, leading academic medical and research centers, global medical education providers, and major pharmaceutical firms. One of our academic research partners ran into challenges standardizing initiation across a diverse set of study sites and asked if ArcheMedX could help.

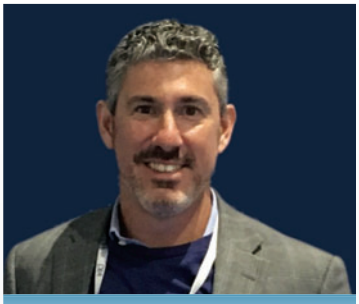
We ultimately enabled them to design and deliver an innovative site readiness program powered by the ArcheMedX platform that accelerated site initiation for a neurology focused trial. That effort opened our eyes to the operational challenges thousands of trials encounter and led us to explore the industry further. In the course of our market research, we conducted informational interviews with dozens of sponsors, CROs, and other trial stakeholders and the critical need to more effectively evaluate and improve the preparedness of staff and sites became increasingly clear.

The result was the development and launch of Ready.

Q: We are seeing more technologies coming from healthcare into clinical trials, which is but one part of the overall healthcare picture. Why do you think that is? What impact will that continue to have in clinical trials?

JS: There are a number of macro trends driving the adoption of technology within clinical trials. For example, rising trial costs, increasing complexity, the continued low success rates of getting to market, and the extreme challenges of recruiting and retaining participants are all multiplied by the continued growth of active clinical studies. This creates a great deal of opportunity for technology-based solutions to make a positive impact.

In particular, clinical trials are accelerating the adoption of digital tools and data-driven strategies. Sponsors and CROs are now using advanced data analytics and deep learning to more effectively design and implement clinical trials that result in more personalized and consumable therapies that benefit patients and providers. From digital therapeutics and advanced protocol simulations to data-driven workforce improvement, the industry can more rapidly and accurately analyze novel sources of data that will inform better decision-making, decrease the costs of clinical trials, and provide the right therapies to the right patients.



Joel Selzer

Q: Investigative site burden is quite often a topic of concern in this industry. Does the implementation of Ready increase a site's burden of tasks?

JS: Many sites today are already struggling to implement a dozen or more trial applications, ever-changing study tools, and increasingly complex protocols. Adding to this burden, they are rushed through training on each system and protocol and often lack the time and interest to properly focus on critical information. By centralizing and personalizing each training experience, Ready makes it easier and more enjoyable for site personnel to engage in critical content over time, increasing their confidence and interest in the study or tool. Ready can also be integrated via web services with nearly any IT system making it simple to create a seamless user experience and securely share data.

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