

White Paper

## **How Clinical Investigators Use Study Brokers to Build Their Research Practice**

### **Challenges for Investigator Sites**

The recent wave of pharmaceutical mergers and acquisitions has resulted in a significant disruption in sponsor-investigator site relations as reported in The CenterWatch Monthly, published in Oct. 2010. This report highlighted a growing concern for investigators. Layoffs and personnel turnover in the past 2 years have made it difficult for investigators to reach their previous contacts to pursue new studies.

According to CenterWatch, "recent industry consolidation has turned 43 pharmaceutical companies into nine." The industry has lost almost 100,000 jobs in the last 18 months. No wonder, it has become such a challenge for investigators to maintain their marketing outreach.

In addition, CenterWatch surveyed investigator sites and noted when long-time contacts leave a company, the memory of the site's relationship with the company and work reputation often leave as well.

Sites need to become more innovative in marketing their services to an ever and rapidly changing pharmaceutical research industry and build new sponsor relations to sustain their clinical research operations. Sites need access to new study opportunities to maintain staff and cash flow.

### **How Study Brokers Can Help Investigator Sites**

Typically a study broker acts as a middle man connecting Sponsors & CROs with investigator sites. Brokers expend significant effort to maintain updated contacts within the pharmaceutical research industry. The business model is simple:

- Broker Services are free to sponsors & CROs
- Investigators pay broker a fee if a study is placed
- No cost to site if opportunities are not found or if site is not used

### **Investigator Site Benefits**

- Investigators get access to new study opportunities.
- Broker increases your site visibility
- No cost to be in broker database
- No cost to review study opportunities
  - Turn down if not a good fit
  - No fee owed to Broker
- Cost effective - pay only if study is placed

### **Brokered Study is an Opportunity to Develop a Long Term Client**

If the sponsor comes back to the site directly with future business, no fee is owed to the Broker. Sites can leverage broker contacts with sponsors & CROs, paying broker for first study from sponsor/CRO which gives the site an opportunity to perform. Good performance should produce additional new study opportunities with no broker fee.

- Sites should consider initial broker fee an investment in future business opportunities without a broker fee.

### **Investigator Location Services (ILS)**

ILS is the largest study broker operation in the US. Over the last 10 years, ILS has recruited thousands of investigators for 300+ sponsors and CROs on 685+ protocols. We recruit investigators across all medical specialties and practice settings.

Our current projects are always listed at [http://www.invlocate.com/cgi-bin/current\\_studies.cgi](http://www.invlocate.com/cgi-bin/current_studies.cgi).

Consider using ILS studies to expand your outreach to the pharmaceutical industry. Register your investigator/site profile at [http://www.invlocate.com/clinical\\_investigators/registration.htm](http://www.invlocate.com/clinical_investigators/registration.htm)

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