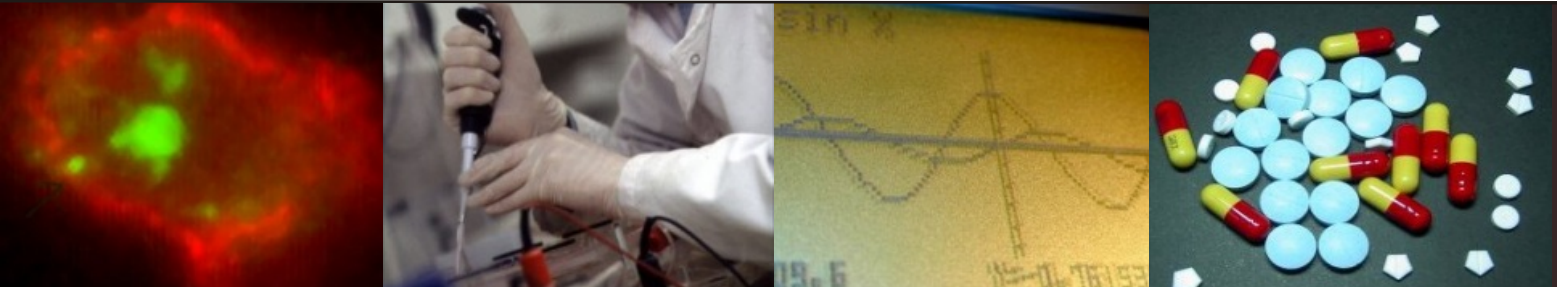


# Finding New Ways to Shorten Clinical Development Timelines

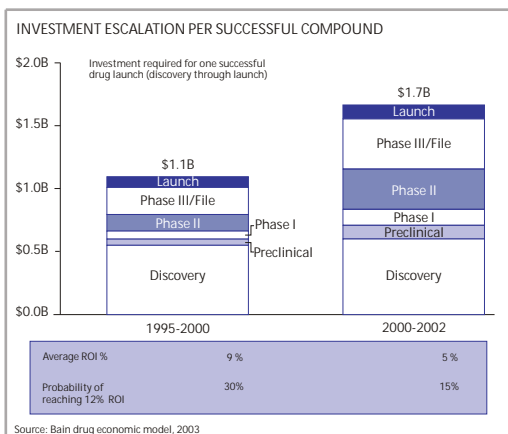
Institute of Directors, 116 Pall Mall, London, June 22nd



Join a group of **thought leaders** whose work impacts on clinical development to understand the latest trends and improvements in the conduct of clinical trials.

- Hear about the latest solutions being deployed in major pharmaceutical companies.
- Consider the perspective of the clinical researchers working with the patients.
- How can we work together more effectively? What are the latest tools to support collaboration?
- The new EU Clinical Trials Directive is designed to protect the interests of patients - Ask about the latest news from the MHRA and discuss any barriers to compliance.
- How can we reduce costs, speed time to peak sales and produce metrics to prove the impact of your efforts?.

## Reversing the Trend of Escalating Costs of Clinical Studies



The drug economic model published by Bain & Co in 2003, clearly highlights the extent to which clinical development costs have grown within recent years, and the impact on these costs of return on investment. Against this background, pharmaceutical companies and research institutions also face escalating costs to comply with the increasingly complex statutory environment for clinical research, including the EU Clinical Trials Directive which came into force on May 1<sup>st</sup> this year. Governments and other healthcare funding agencies strive to match the increasing demand for health care funding as the demand for healthcare and our technological capabilities to combat disease increase. It is imperative that efficiencies are achieved in the cycle of drug development and delivery. What are our best options?

## Identifying Successful Approaches

A key factor for the future is improving the mechanisms for collaboration between the many stakeholders who are involved in developing new drugs. This seminar brings together a selection of these groups to focus on the latest trends.

Within clinical development a variety of measures have been implemented to increase the speed of development and reduce costs. Some options that are being explored include:-

- failing fewer drugs in Phase 2 and 3
- collecting the clinical trials data more effectively
- using resources more effectively
- to match demand without increasing staff
- addressing other areas of weakness e.g. clinical study start-up, documentation logistics throughout the trial, inside and outside the fire wall

Sponsored by

**IntraLinks**<sup>®</sup>

Organised by

 **TAVISTOCK**  
Europe Limited

# Workshop Agenda

- 09.00 Coffee and Registration
- 09: 30 Chairman's Introduction
- 09:45 **Dr Stephan Laage, PGLL- Roche -Switzerland, Global Head Lifecycle Management Systems:**  
Key note address on current industry trends and options for Optimising Clinical Development Timelines
- 10.30 **Dr Steven Warrington, Hammersmith Medical Research, Medical Director:**  
A clinical research perspective
- 11.15 Break
- 11.35 Panel Forum Views from Senior Clinical Development Specialists including:  
**Dr Stephen Partridge, World Wide Clinical Development Director, Exanta, AstraZeneca**  
**Dr Alasdair Malcolm, Director, Malcolm Consulting**
- 12:20 **Neil Bell, Director, Paradigm Pharma:**  
Optimising the interfaces in study start up.
- 13:00 Lunch
- 14:15 **Dr Philip Harrison, MHRA, Senior Assessor Clinical Trials Unit:**  
An opportunity to ask about the regulatory issues
- 15:00 Intralinks Presentation  
Solutions producing measurable success
- 15:45 Open Forum  
Topics to include "Collecting the Metrics" What metrics can be collected? A look at some examples of measurable success
- 16.30 Cocktails

## About Our Sponsor

IntraLinks offers solutions to the life sciences community to speed clinical study start-up. IntraLinks' secure, neutral, online environments speed information exchange among sponsors, CROs, ethics committees and sites, helping reduce time to first patient visit.. IntraLinks is easily accessible anywhere, anytime using a web browser.

More than 150,000 participants representing over 13,000 organizations worldwide have used IntraLinks to communicate and collaborate on more than 15,000 projects and transactions. Over 250 global companies are IntraLinks clients, including AstraZeneca Pharmaceuticals, Bank of America, Bank One, Bear Stearns, Deutsche Bank, Dresdner Kleinwort Wasserstein, Ernst & Young, International Finance Corporation (World Bank Group), JPMorgan Chase, Novartis, Novo Nordisk Pharmaceuticals, TD Securities, Wachovia Securities and WestLB. Founded in June 1996, IntraLinks is headquartered in New York with offices in Boston, London and the Asia-Pacific.

# Booking Form

To reserve a place at the [Finding New Ways to Shorten Clinical Development Timelines](#) seminar, please complete this form and send to Tavistock Europe Ltd. Station House Business Centre, 150 Station Road, Woburn Sands, Buckinghamshire, MK17 8SG or Fax to 01908 588 102.

Name .....

Job Title .....

Company Name .....

Company Address .....

.....

Postcode / zip .....

Country .....

Telephone .....

Mobile Telephone .....

Fax .....

E- mail .....

Signature .....

- Data disclosed on this form will be used by Tavistock Europe to organise this and other events. If you do not wish to be contacted about other Tavistock Europe events please tick box.

## Convenient Hotels

The Institute of Directors is situated on Pall Mall in the centre of London. The nearest hotels are:

- Le Meridien (Piccadilly) is 0.3 miles away from the IOD. Information on the hotel and online booking capability can be found at <http://www.lemeridien.com/>.
- Radisson Pastoria and the Radisson Hampshire Plaza, both of which are convenient for the IOD. Booking is possible through <http://www.radisson.com/>, which also guarantees the best online rate.
- Thistle (Trafalgar Square) is 0.2 miles away from the IOD. Information on the hotel can be found at <http://www.thistlehotels.com/trafalgarsquare> The Thistle hotel group offers a best rate guarantee if you book online through their website.
- Sofitel St James London, is very close to the IOD. Book online at: <http://www.sofitel.com/>.

Tavistock Europe Limited  
Station House Business Centre  
150 Station Road  
Woburn Sands  
Buckinghamshire  
MK17 8SG

Tel: +44 (0) 1908 588114  
Fax: +44 (0) 1908 588102  
[info@tavistockeurope.com](mailto:info@tavistockeurope.com)