



MDS Pharma Services Streamlines Clinical Trials for Global Sponsors



Overview:

- ❑ **IBM Business Partner:**
Winchester Business Systems, Inc.
- ❑ **Customer:**
MDS Pharma Services a full-service Contract Research Organization with headquarters in Montreal, Quebec, Canada.
- ❑ **Product:**
Winchester's Clinical Trials Management System (CTMS) called Protocol Manager™

Business Challenge

"Our key objectives were to offer a useful tool to business development managers working directly with clients, provide a high level of flexibility in analyzing our relationships with our clients, and allow us to respond to our clients' needs more rapidly," said John Dillon, Sr. Vice President, MDS Pharma Services.

"With Winchester's Protocol Manager in the hands of our business development, marketing, and customer support groups, we are able to completely integrate our operations and provide unparalleled service, efficiency and rapid turnaround to our clients worldwide."

Solution:

Protocol Manager was initially implemented in Bedminster, New Jersey and was subsequently rolled out in all U.S., Canadian, and European offices of MDS Pharma Services.

Winchester's Protocol Manager is an enterprise technology solution for customer relationship management that serves as the repository for all information about MDS' client relationships worldwide. Protocol Manager contains vital information about MDS' prospects and clients that facilitates business development between offices, divisions, and product lines. The system also generates and tracks proposals, manages marketing campaigns, analyzes lead generation, and automates sales forecasting.

"We evaluated several alternatives, but no other firm offered the combination of expertise in technology and workflow processes for our industry that Winchester Business Systems provides," commented John Capicchioni, Vice President for Global Confined Clinical/Generics, MDS Pharma Services. "Protocol Manager is flexible enough to allow us to meet our internal needs and those of our clients whose focus is on rapid drug discovery and development."

"We are very excited about our global technology relationship

with MDS Pharma Services," said Michael O. Regentz, Managing Director of Winchester Business Systems, Inc.

"MDS Pharma Services has taken a leading position by quickly recognizing the value of integrating customer information across locations and lines of business, forming an end-to-end solution for managing important opportunities and providing executive management with a tool to analyze how it can better serve its clients.

The implementation of an integrated customer information database will permit MDS Pharma Services to continue offering more competitive services to its customers."

MDS Pharma Services:

MDS Pharma Services offers a full spectrum of resources to meet the drug discovery and development needs of the pharmaceutical and biotechnology industries.

With facilities in more than 17 countries, the company applies advanced scientific and technological expertise to each stage of the drug discovery and development process: discovery, preclinical, early clinical research (phases I-IIa), bioanalytical, global clinical research (phases IIb-IV), and central lab.

MDS Pharma Services is a part of MDS Inc., an international health and life sciences company. The MDS focus is on using science to advance health, to fight disease.

MDS Pharma Services does this by providing: laboratory testing, imaging agents for nuclear medicine testing, sterilization systems for medical and consumer products, research services to speed discovery and development of new drugs, therapy systems for planning and delivery of cancer treatment,

analytical instruments to assist in the development of new drugs, and medical/surgical supplies.

MDS employs more than 10,000 highly skilled people at its global operations on five continents. Detailed information about the company is available at www.mdsintl.com or by calling 1-888-MDS-7222, 24 hours a day.

Winchester Business Systems:

Founded in 1989, Winchester Business Systems, Inc. is a leader in providing software business solutions to the pharmaceutical and biopharmaceutical industries.

As a Premier Business Partner for Lotus/IBM, and an Alliance Partner with IBM Life Sciences Division, Winchester combines its knowledge of the industry, clinical practices with the application of Domino technology to these areas.

Winchester's clients include Bayer Corporation, Pfizer, biogen idec, Sanofi-Synthelabo, Johnson & Johnson, BioTransplant, Sigma-Tau Pharmaceuticals, Averion, Clinimetrics, Abt Clinical Trials Assoc., and Novartis.

For more information, see Winchester Business Systems on the worldwide web at www.wbsnet.com.

winchester business systems



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This case study illustrates how one customer uses Winchester products and services. Many factors have contributed to the results and benefits described. Winchester does not guarantee comparable results. All information contained herein was provided by MDS Pharma Services or Winchester.

