



Provider Edition

Clinical Maestro™ System Overview

Dual Integrated Applications: Sponsor and Provider Editions

Clinical Maestro™ is a comprehensive, unified infrastructure consisting of two twin applications: *Sponsor Edition* and *Provider Edition*. The two platforms share the same architectural identity, analytical engine and structure, however with different user-interface (UI) and workflows. They are designed to work in unison for utmost efficiency but can also function independently in a modular fashion.

Our singular platform approach affords widest visibility, collaboration and integration between Pharma and Providers who have been long separated by artificial barriers, such as lack of aligned standards and processes. This lack of alignment embeds inefficiency in the management of bids and contracts starting from bid grid mapping to manual contract forecasts. **Clinical Maestro™** seeks to eliminate this age-old issue by creating virtual common ground to simplify marketplace transactions.



PHARMA EDITION

- Pre-RFP Operational Model and Budget
- Create RFP and Manage Bidding Process
- Activity Reporting and Change Orders
- Contract Management
- Vendor Management
- Governance
- Re-forecasting and Impact Analysis



PROVIDER EDITION

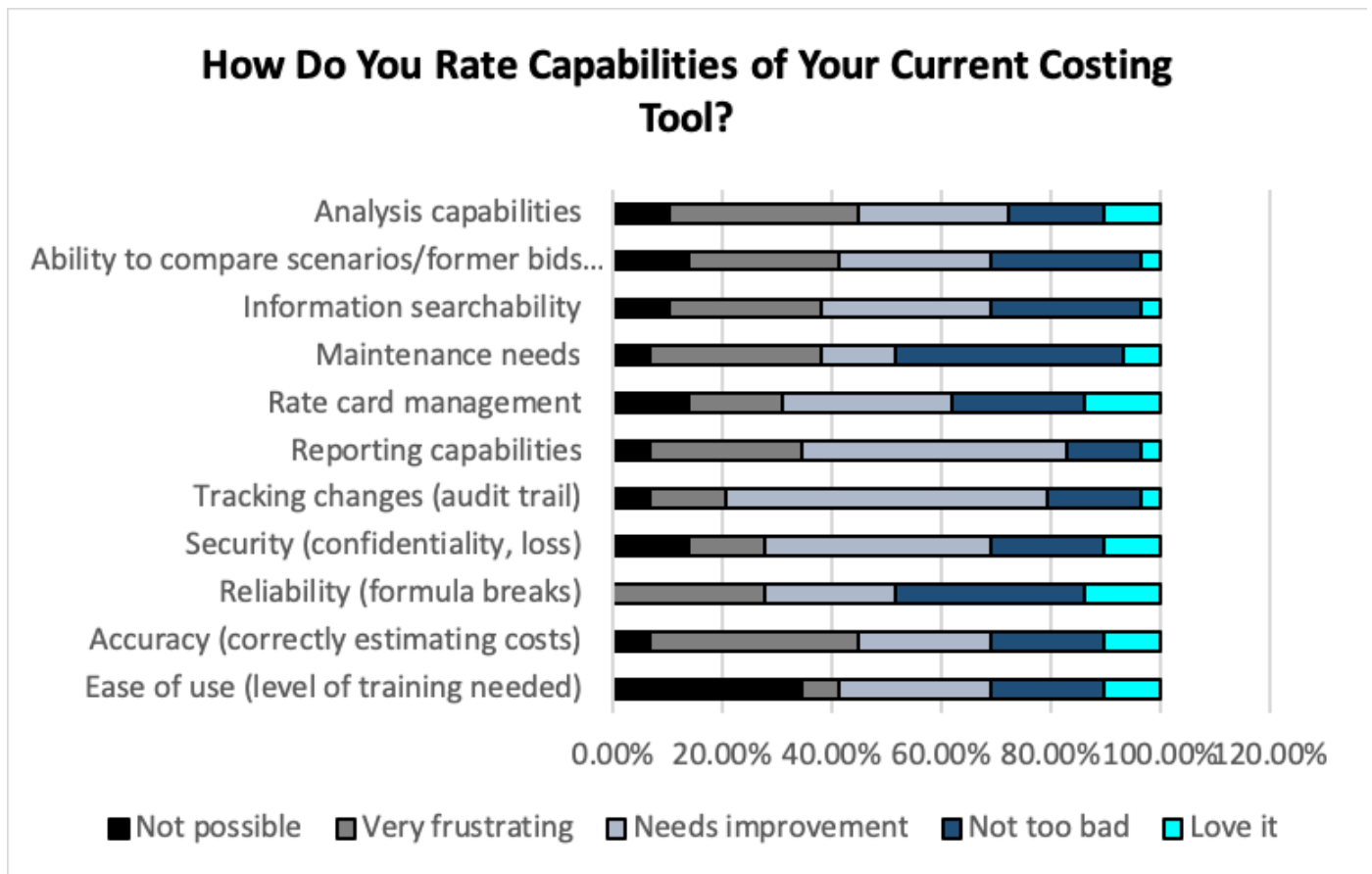
- Proposal Simulation and Impact Analysis
- Costing and RFI Engine
- Multi-Sponsor Management
- Pass-Through Vendor Selection and Management
- Activity Reporting
- Metrics Reporting
- Backlog and Gross Margin Management

State of the Industry: Provider Costing Systems

Providers use primarily home-grown Excel-based tools to manage billions of dollars and thousands of proposals every year. With the complexity of outsourced services on the rise, these tools have had to expand way beyond their original intended level of application. They often include dozens, sometimes hundreds of tabs, each containing study and service assumptions, resources, cost drivers, and timelines, all connected by complex formulas and fragile links. These files require extensive Excel file maintenance and excessive training, which makes the typical turn-over rate in Proposals Departments a major challenge to manage.

Responding to RFPs is a resource-intensive activity requiring strong talent and bandwidth.

Costing departments at most major CROs have swelled to manage the volume and variety of numerous incoming requests. In our recent [industry survey](#) of CRO Professionals, we learned that on average *over 230 hours are spent per proposal to generate the budget alone* [Outsourcing Pain Points, industry survey by Strategikon Pharma]. It was no surprise that these same CRO Professionals had little love for the current costing tool in their organization. **But what is life without love?**



INTRODUCING

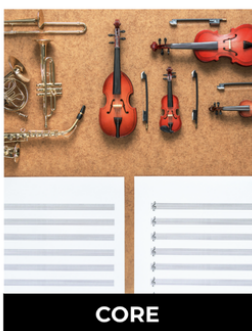
Clinical Maestro™ - Provider Edition

Designed to work harmoniously with **Clinical Maestro™ Sponsor Edition**, the Provider Edition consists of a modernized digital costing tool custom-configured to utilize the Provider's own costing algorithms. With the **Transaction Room™**, Providers can manage 3rd-party providers with the same sophisticated sourcing technology used in the Sponsor Edition. Following a study award, reporting units accrued is done in a standardized fashion against the awarded study budget. Subscription to **Data Trove™** allows Providers to benchmark its costs against the industry average, as determined by blinded aggregated Sponsor data from awarded contracts.

Clinical Maestro™'s continuous digital infrastructure allows data to flow seamlessly from one application to the next without any handoffs, supporting the entire lifecycle of a study. Its functionality is offered in four modules that can serve as stand-alone solutions or combine to deliver ultra-efficiency in end-to-end budget generation and proposal submission.

MODULES & RELEASE SCHEDULE

PROVIDER EDITION



Costing & Proposal Management



Vendor Management for 3rd Party Providers



Contract & Performance Metrics

RELEASE SCHEDULED Q2 2019



Benchmarking Blinded Costing Intelligence Database

RELEASE SCHEDULED 2019

CLINICAL MAESTRO CORE™ (DIGITAL COSTING TOOL)

Clinical Maestro CORE™ is the only custom-configured SaaS platform to manage Provider costing and proposal development functions. **CORE** eliminates the inefficiencies of home-grown costing tools through modern software.

- Fully automated costing algorithms
- Role-based access
- Audit trails
- Scenario comparison
- RACI tracking for each bid activity
- Hybrid (dual responsibility) task costing
- Multiple bidding modes: ballpark to formal
- Embedded operational plan generation (enrollment, site activation, etc.)
- Automated resource demand analyses
- Multi-rate card management
- Multi-discount management
- Backlog forecasting (timing of expense projection)
- Inflation and FX rate management
- Gross margin analyses at task
- Single unified platform for all costing users and business units.
- Searchable bid database

Clinical Maestro CORE™ Benefits

Rapid Deployment

CORE is a modern SaaS platform that can be rapidly configured to meet the CRO's requirements. The system already incorporates domain expertise to serve as a best-in-class digital costing solution for CRO services.

Powerful Modeling Engine

Revision management, impact analyses and scenario planning are just a push of a button rather than exhaustive exercises, enabling nimble strategic operational planning.

Analysis over Paralysis

Rather than consuming time and resources searching, collating and presenting performance and margin data, **CORE** removes the heavy lifting of manual data analyses and generates an intuitive and elegant depiction of the metrics of your choice in an automated fashion providing you with unprecedented visibility into your backlog, resources, and bid portfolio

Security and Accessibility

Excel-based costing tools are inherently risky systems to house highly sensitive information such as rate cards and costing algorithms. With so many users requiring access to the costing tool, distribution, integrity and appropriate usage is tough to control and contain. **Clinical Maestro™** is a multi-tenant, secure, Azure-hosted platform with centralized audit trails and controls that can integrate with corporate, CRM and operational management systems.

Multi-Department and Cross-Functional Management

Clinical Maestro™'s database structure can support multiple configurations by design. Unlike an Excel-based costing model which requires to have a different "file" for each cost model and inherently, for each business unit (e.g. labs, technology, regulatory, early stage, etc.) **Clinical Maestro™** unites all cost algorithms under a single unified platform and allows for functional-area control via role-based access. **Clinical Maestro™** will centrally host all business-unit specific models and resources and reporting can be also configured by role.

Powerful Quality Control and Guided Processes

Clinical Maestro™ can be configured to incorporate draft, QC and approval workflows to ensure accuracy and compliance with a Provider's in-house approval matrices. Backed by audit trail, the Provider can maintain quality control of budgeting exercise regardless of how many hands are involved.

User Friendly

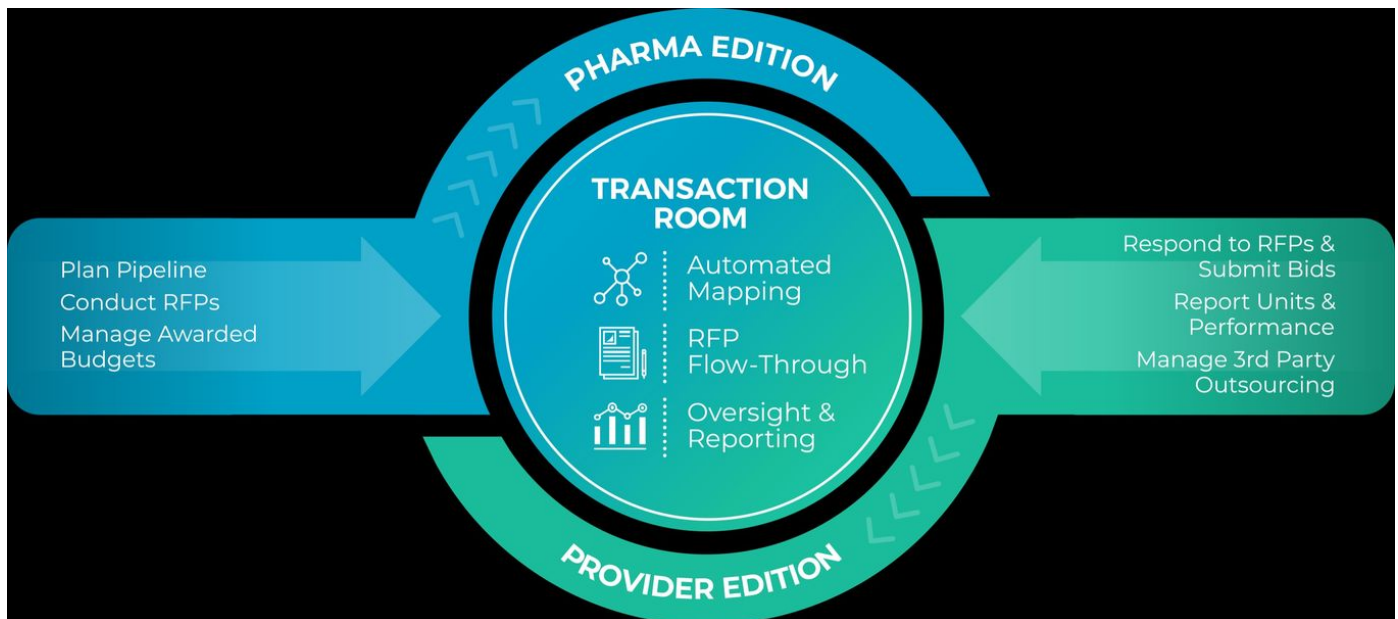
Hiring and training staff to operate the costing tool becomes a far less daunting task. **Clinical Maestro™**'s intuitive user interface and sandbox training capabilities lessens the reliance on a small pool of experienced, highly skilled proposals professionals enabling more successful recruiting and a fully staffed workforce.

CLINICAL MAESTRO LINK™ (3RD PARTY OUTSOURCING)

LINK is a configurable platform for 3rd-party vendor outsourcing and management, designed to increase transparency of 3rd-party transactions between Providers and Sponsors. **LINK** can be used as a stand-alone qualification and sourcing management tool for clinical vendors; when connected to the Pharma Edition it supports a “tunnel view” approach for RFP flow from Sponsor, to Provider, to 3rd-party.

LINK allows Providers to send RFPs electronically to bidders, manage and compare the proposals, store selection documents and award the contract directly in the system, resulting in major efficiency gains in 3rd-party reporting to Sponsors and change order management. Moreover, this transparency helps Sponsors and Providers to achieve compliance with oversight requirements.

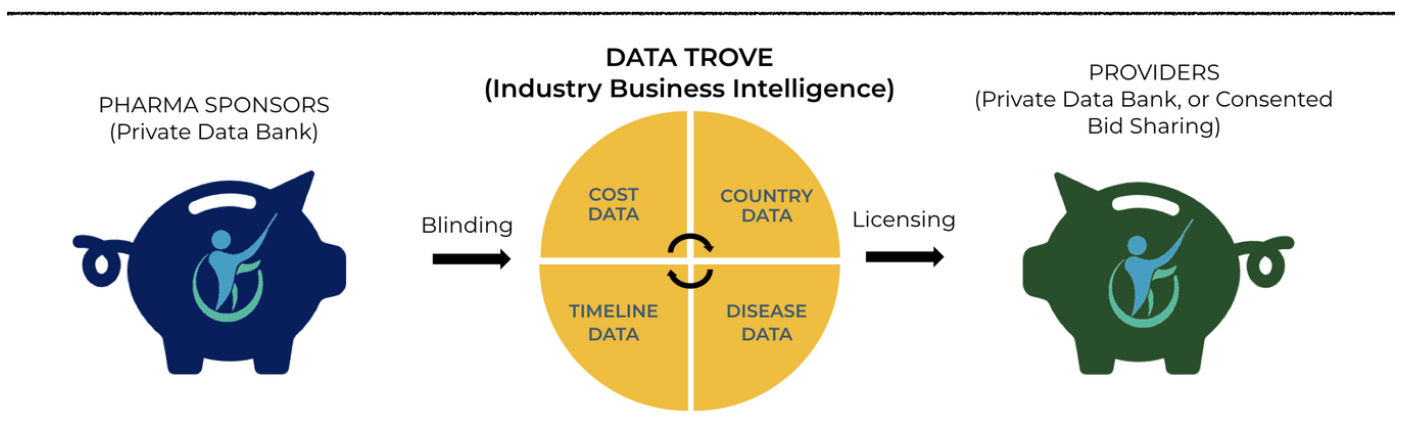
License expenses may be passed through to the Sponsor on a trial-by-trial basis (“Pass-Through Cost”).



CLINICAL MAESTRO DATA TROVE™ (BENCHMARKING)

Data Trove™ is an expert-based benchmarking database embedded in **Clinical Maestro™** Pharma Edition **PORTFOLIO** module. It contains cost ranges for over 800 commonly outsourced activities, including resource billing rates, effort ranges and proprietary costing algorithms. Similar to site-cost benchmarking tools, such as Grant Plan and Grants Manager, **Data Trove™** is enriched through blinded bid and contracted data contributions by Sponsors. This blinded data is then made available to Providers on a subscription basis to aid in pressure-testing bids prior to submission to the Sponsor.

BENCHMARKING BUILDING DATA TROVE



Data Contribution is Governed by Data Agreements.
Huge Industry Benefits; Intelligence Sharing Expedites Study Start-Up and Lowers Costs

CLINICAL MAESTRO MONITOR™ (ACTIVITY REPORTING VS. PLAN)

MONITOR enables unprecedented connectivity to the Provider's own internal systems as well as its Pharma's instance of **Clinical Maestro™** to enable activity reporting, generation of Earned Value Analyses, Change Order reconciliations and cost projections. BI/AI tools can be custom deployed to mine Provider rich bid database, infer trend from actual activity and more accurately reforecast the study costs.



ACTIVITY REPORTING

- Units Accrued
- Earned Value Analysis
- Change Order Management



CONNECTIVITY

Integration with external systems (operational, internal) to feed actuals.



PREDICTION

System driven re-forecasting and accrual modelling fuelled by Artificial Intelligence and machine-learning tools



CLINICAL MAESTRO READY™ PROGRAM

Independent of our *CRO Edition* platform offering, Strategikon offers a simple, straightforward training and alignment program for CROs who want to become **Clinical Maestro™** partners. The program includes training of the cost proposal team, assumption and resource mapping to enable CROs to be ready to respond quickly to incoming RFPs and efficiently bid in any **Clinical Maestro™ Sponsor Edition** instance. In addition, CRO Partners who successfully complete the **Clinical Maestro READY™** training program will have their name featured in the default Preferred list in the *Sponsor Edition VISION* (vendor management) module, their logo displayed on **Clinical Maestro™** marketing materials and be invited to participate in any other direct promotions to our Sponsors.

A black and white photograph of a person in a white lab coat playing a flute. In the background, a sign with the Clinical Maestro logo is visible.

Clinical Maestro Ready™

is a training program for Provider Proposals Teams to prepare your team to respond to RFPs in the Transaction Room™

Be Ready.

Contact Farah at fahmad@strategikonpharma.com

CRO Edition - ROI Highlights

The efficiency gains from the implementation of **Clinical Maestro™** are deep. The **Clinical Maestro CORE™** digital costing tool will save an estimated **50-85%** of the effort needed to prepare and manage budgets compared to traditional tools (e.g. Excel).

On average, **Clinical Maestro™** saves **200 hours of cumulative team output per average single CRO proposal**. With Top-Tier CROs responding to a volume of close to 2,000 unique proposals per year, **Clinical Maestro™** could generate over **\$4M in annual savings**.

By reducing the effort needed to build budgets, evaluate scenarios, monitor contract performance, clinical research professionals can return their focus to clinical strategy and excellence in operational execution. Together, with the right tools and technology, we can drive efficiencies to lower the cost of delivering critical therapies to patients.

Budget Source Bid Measure Govern

Create Elegant Harmony in your Clinical Trial Business Operations

Modern Software that Synchronizes Sponsor and Provider RFP Processes



New Ways to Solve Old Problems



Innovation. Technology. Harmony.
Learn more at clinicalmaestro.com

