

Clicktools helps ICON PLC automate a costly and time-consuming clinical study process



ICON is a global provider of outsourced development services to the pharmaceutical, biotechnology and medical device industries. ICON specializes in the strategic development, management and analysis of programs that support Clinical Development - from compound selection to Phase I-IV clinical studies.

The Story

ICON periodically conducts surveys with medical doctors to determine feasibility and site suitability for upcoming clinical studies. Prior to using Clicktools, these surveys were done via telephone or through faxed questionnaires. This process was proving to be very costly and time consuming as several staff with foreign language skills needed to be hired - ICON operates with employees in 39 countries. Information gathered from the surveys had to be faxed back and forth between departments, then manually entered into a spreadsheet for analysis and tracking.

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Senior Director Feasibility and Site Evaluation for ICON

CLIENT:

- ICON PLC

CLICKTOOLS PRIMARY USE:

- Online clinical study surveys

CHALLENGE:

- Replace time-consuming and expensive phone/fax survey process, reduce headcount and increase efficiency

MAIN WINS:

- Replace time-consuming and expensive phone/fax survey process, reduce headcount and increase efficiency
- Automated survey process
- Allowed centralizations of survey processes - one central contact as opposed to representatives in up to 30+ countries
- Integrated real-time information into Salesforce

“When we started our search for an automated survey solution, integration with Salesforce was a key factor, in order that we could have a clear picture of our Investigators,” said Nuala Ryan, Senior Director Feasibility and Site Evaluation for ICON. *“Clicktools had been recommended as the #1 survey tool on the AppExchange, so it seemed a logical choice for us.”*

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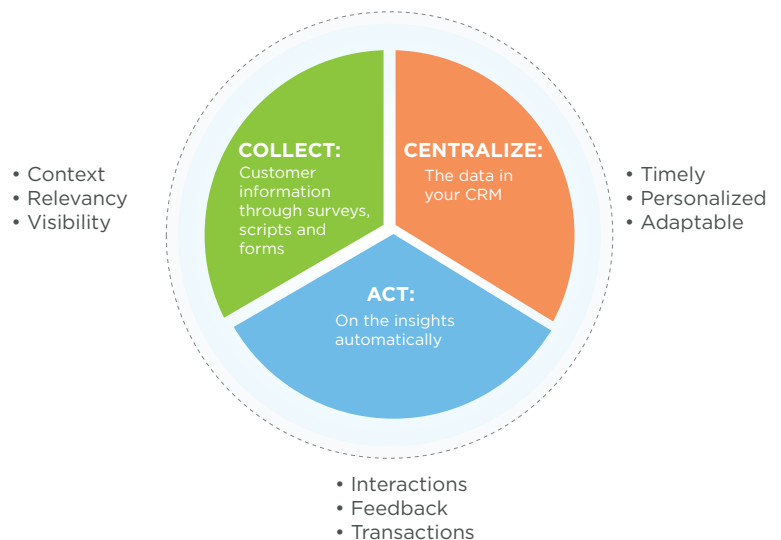
Clicktools allowed ICON the capability to simply email doctors a link to the clinical surveys online. Once the surveys are completed, the information is synched into Salesforce, so more globally available to our teams for interpretation and analysis.

“Clicktools automated the process and increased efficiencies in terms of costs over the phone/fax surveys, particularly in surveys that needed a short turnaround time. These types of surveys could be handled by one central person rather than representatives in each of the countries surveyed. Data entry staff were also no longer required. The analytics in Clicktools also allows us to have a quick overview of the results of the data,” Nuala

stated. “Not only that, but we get the survey results back so much faster now. It has seriously increased our overall efficiency.”

ICON still requires site contact for their site identification surveys, but mainly just to complete any missing data. This is a result of the efficiency of Clicktools.

CUSTOMER EXPERIENCE FLOW



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