



# CRO Selection & Clinical Outsourcing Advisory

## Context and Problem Statement

- » The transition from strategy to clinical execution is a high-risk phase.
- » CRO selection directly impacts timelines, cost, and trial quality.
- » Selection processes are often fragmented and lack strategic oversight.
- » Misalignment between CRO capabilities and trial needs leads to delays and overruns.
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## Our Approach

MedFriend delivers a structured, execution-led approach to CRO selection. We combine deep industry expertise with an independent perspective to assess CRO capabilities, align vendor strengths with your trial requirements, and facilitate informed decision-making. Our methodology ensures transparency, reduces selection risk, and positions your organization for successful clinical execution from day one.

## Scope of Support

**01**

### Requirements Definition

Collaborate with your team to define trial-specific requirements, critical success factors, and vendor evaluation criteria.

**04**

### Commercial Negotiation Support

Provide benchmarking data, review pricing structures, and support contract negotiations to ensure competitive terms.

**02**

### Market Intelligence

Utilise our CRO landscape knowledge to identify suitable candidates based on therapeutic area, geography, etc.

**05**

### Transition & Integration

Support handover planning, governance model setup, and initial CRO integration to ensure smooth operational transition.

**03**

### Structured Evaluation

Manage RFP process, conduct systematic capability assessments using objective scoring frameworks.

## Delivery Model & Differentiation

MedFriend operates as an extension of your internal teams, remaining actively involved beyond CRO selection. By supporting execution, governance, and operational integration, we ensure recommendations lead to effective partnerships and successful trial delivery.

*Get in touch with us today for a free one-hour consultation.*

