

i3 Innovus is a world leader in health economics, outcomes, and late phase research. We uniquely couple expert study design consultation with rich data sets to enhance the success of late phase studies, helping you achieve both your scientific and commercial objectives while maintaining regulatory compliance.

Efficient execution of late phase research requires a multifaceted approach that involves demographic data mining, scientific study design and analysis, therapeutic expertise, epidemiology and pharmacovigilance expertise, risk management, global regulatory affairs expertise, and deep knowledge of real world research. i3's focus on specialized expertise allows i3 Innovus to integrate these areas for a competitive advantage, which culminates in helping sponsors to demonstrate the actual value of their products in the market.

Leaders in research excellence

Members of the i3 Innovus research team have backgrounds in diverse areas, including the pharmaceutical industry, academia, pharmacology, health economics, epidemiology, and marketing. In fact, 85 percent of our researchers hold advanced graduate-level degrees, including 40 percent who hold doctorate-level degrees such as MD, PhD, DrPH, and PharmD. We also receive robust protocol development and program support from scores of board-certified physicians involved in medical and scientific affairs and epidemiologists throughout i3.

This high level of training and rich depth of expertise translates into a dedicated research team that is well experienced in the appropriate blending of scientific and commercial objectives in the design and implementation of postmarketing studies.

Wide-ranging late phase research capabilities

i3 Innovus specializes in the design, implementation, and results dissemination of the following types of late phase research:

- Registries—disease, product, and safety
- Phase IV trials—approved product, same or new indications

- Consumer health care/OTC trials
- Community-based and naturalistic studies
- Health economics and outcomes research (prospective, observational studies)—cost-effectiveness, burden of illness, PRO/QoL, chart review, survey (direct to physicians or patients)
- Health economic piggyback trials

Leveraging unparalleled data assets to improve study design and execution

Our late phase research team has access to longitudinal health data for millions of covered patient lives and nearly half a million physicians. This unique data asset includes such health care data sets as administrative data, pharmacy claims data, physician and hospital claims data, laboratory results data, and socioeconomic elements.

These secondary data assets can be leveraged to facilitate robust study design and streamline study execution. For instance, the data can be analyzed to determine/confirm sample size; assess/improve study protocol feasibility; identify targeted investigators and patients; and improve the efficiency of recruitment and execution of the study.

Integrated and automated data collection and management systems

i3 is on the forefront of developing integrated health care technology solutions. We have automated and integrated technology that offers real-time data accessibility and reporting to provide our customers with timely and effective data management. Experience has also taught us that having flexible and simple-interface data solutions greatly enhance the success of late phase research involving the key populations of research-naïve sites.

i3 Innovus offers the following technologies:

- IVRS
- EDC
- DataFax (optical character recognition)
- Web portal (KnowledgePort®)
- E-Clinical (web-based study management)
- ePro
- Web-based investigator training

Evidence-based approaches: A case study

Our researchers have leveraged all of the aforementioned capabilities to conduct numerous Phase IV trials, including the National Registry of Myocardial Infarction (NRMII), a 17-year-long registry which stands as one of the largest and longest registries ever conducted.

The NRMII consisted of 1,600 investigators and more than 2.5 million patients and has generated more than 270 abstracts and manuscripts. Experience with this groundbreaking study has provided i3 with the unprecedented opportunity to establish the required processes, methodologies, and technologies to meet the demands of one of the world's largest registries. i3 Innovus, in turn, has been able to apply these enhanced capabilities to myriad late phase study designs.

Remote site management

i3 Innovus also offers sponsors a site management center (SMC) comprised of in-house CRAs to manage investigator sites remotely. The SMC provides cost-effective site management solutions designed to maintain the integrity of study results. Its dedicated staff assists sites with their regulatory document collection, IRB approval, protocol training, patient enrollment, data submission and cleaning, and any other site-related needs. This approach reduces the site burden so as not to interfere with the routine daily practice of the investigators and helps foster valuable site relationships.

The SMC can also provide full central monitoring or traditional on-site monitoring via certified CRAs, depending upon trial requirements.

Find out how the i3 Innovus late phase research team can help deliver the real world proof you need to succeed in a postmarketing environment.

Contact us

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