Case Study

medrio

Top 30 Pharma Company Leverages Medrio to Bring Phase IV Trials In-House

Scaling trial efforts with reduced costs and complexity

Challenge

This top 30 pharma company wanted to bring its global Phase IV trials in-house using its own team and technology.

Studies spanning Europe and Asia were managed by five CROs, each using different systems. The result was fragmented data, inconsistent processes, and high costs. With a 10-year post-market follow-up and annual patient surveys, complexity grew.

Solution

The team selected Medrio's EDC to **centralize and standardize** its global Phase IV trials.

Medrio was chosen for its **enterprise-grade security, validation, and compliance**, without the cost and complexity of legacy systems. Its **intuitive design enabled internal study management** with minimal support, which reduced reliance on outsourcing.

With access to Medrio's support, they gained a **scalable, trusted solution that balanced control, efficiency, and affordability.**

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Top 3 Results

Standardized global data capture across all Phase IV studies

Secure, scalable platform without enterprise-level complexity or cost

Integrated EDC and ePRO for improved data visibility and analysis

> “External teams using different EDCs made data hard to access and report on. By streamlining their data onto one platform, they now have total control over how their real-world evidence research is handled.”

Jay Lamakin,
Head of Business Development at Medrio

Metrics

- 413 sites across Europe and Asia
- 2800 patients across 17 studies for an average of 5 years of follow-up
- 1.2 M data points and counting

Supportive Features

- No-code study builds
- Secure, scalable platform
- Regulatory compliance for global studies

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