

Measuring success through relationships

Collaboration helps achieve operational stability



Business results can be measured in numerous ways. Often, organizations measure success based on customer satisfaction, performance reviews, quality of work and efficiency, and even through business relationships.

In fact, sometimes the best results are direct outcomes of business relationships, such as a vendor partnership. While business relationships are strategic, they also encourage collaboration and establish trust. Because these partnerships are valued relationships, in turn, they can help drive business results.

Such is the case for Optimapharm, a global contract research organization (CRO) headquartered in Finland. Optimapharm specializes in customer-oriented, competitive and flexible services for clinical trials and regulatory affairs. Optimapharm's mission is relationship based—it focuses on providing top quality services to its customers while collaborating to build a better and healthier world.

“At Optimapharm, we value our customers and serve them with a high level of motivation and devotion by using up-to-date technical solutions,” says Veronica Kalhori, Communication and Brand Manager at Optimapharm. “Our strength lies in our professionalism as we guide our customers through the entire study. We pay very close attention to quality, which is our biggest focus when serving our customers.”

So, when the Optimapharm leadership team was looking for an electronic data capture (EDC) solution that would best serve their customers, they turned to the Zelta™ clinical trials platform by Merative™. The Optimapharm team immediately saw the benefit of the Zelta platform and, more importantly, realized the benefits of a relationship with the Merative team and how that dynamic would drive results.

“Our customers rely on us because they know that we can provide high-quality solutions. Zelta has helped us manage data more smoothly and keeps our customers satisfied.”

Veronica Kalhori
Communication and Brand Manager, Optimapharm

When a relationship yields benefits

The team at Optimapharm saw the benefits from Zelta very early on after implementation of the platform.

For example, when building a study, the capabilities of the Zelta platform helped the Optimapharm team to determine related studies and better forecast each study. The design and ease of use resulted in a more efficient study build process.

“Zelta features an integrated EDC system,” says Raivo Verk, Senior Data Services Expert at Optimapharm. “With this solution, the work is easier and more efficient, and helps reduce process workloads. All our employees find the Zelta platform to be user-friendly, and everything in the EDC is extremely logical.”

More importantly, adds Verk, by using one database, Optimapharm has improved how quickly and efficiently it can help its customers. In fact, the Optimapharm team saw so many positive benefits from both the Zelta platform and the business relationship with Merative, that they have now signed multiple subscription agreement (SA) plans with Merative. Rather than the usual “pay-as-you-go” model, a SA allows organizations to estimate costs, which in the long run enables them to provide more accurate cost estimates to customers. For Optimapharm though, the SA meant so much more.

“Because of our relationship with the Merative team, it made sense to sign a subscription agreement,” says Verk. “Choosing this model proves our trust and confidence in Merative and the functionality of their clinical trial platform.”

The agreement provides a sense of freedom to the Optimapharm team, since it gives Optimapharm the ability to configure the number of modules and specific features needed to suit the unique needs of each study. Because Zelta currently offers numerous intuitive solutions to fit each study’s needs, a flat rate through the SA gives Optimapharm the power and ability to choose what they need for each individual study.

“We now have additional access to services that we didn’t have with the pay-as-you-go model,” adds Verk. “We also have a more strategic approach to all of our studies, which has resulted in the completion of more studies.” Additionally, because the SA provides predictability for Optimapharm when it comes to their technology capabilities in the projects they are taking on, Optimapharm is seeing improvement in workflow processes and can manage administrative tasks more effectively.



Results from the relationship

Optimapharm has successfully taken the tools from Zelta to build and deploy clinical databases to further help its customers and meet its mission. The company has seen numerous benefits, including:

- Enhanced accessibility and easy access to all the necessary functionalities of the EDC, such as data entry, randomization, dispensing and safety reporting.
- The ePro module usage reflected Optimapharm's expertise on proposing and designing agile solutions for subject data collection.
- Increased efficiency and reduced data entry workload for all sites.
- Consistency and authenticity on the pricing model with a reliable EDC uptime throughout each study.
- New opportunities and possibilities to add and create updates mid-study when needed.

"We are now at a competitive advantage since choosing Zelta," says Verk. "The solution offers several functionalities in a single platform." Verk adds, "Our team will continue to look to the future to see what we can do better, and how Zelta technology, as well as our relationship with Merative, can help the team do just that."

“While the operational benefits of signing a subscription agreement have indeed been substantial, the major impact we have experienced has been the constructive, helpful, positive and personal relationship we have established with the Merative team.”

Raivo Verk
Senior Data Services Expert, Optimapharm



About Optimapharm CRO

Established in 2005, Optimapharm is a privately owned CRO with Finnish roots and a global network. It specializes in customer-oriented, competitive and flexible services for clinical trials and regulatory affairs in Europe and the US, serving the pharmaceutical, biotech, functional food and medical device industries as well as other CROs. Optimapharm is headquartered in Finland, and has a strong presence in Sweden, Denmark, Norway, Estonia, Latvia and Lithuania.

About Merative

Merative is a data, analytics and technology partner for the health industry, including providers, payers, life sciences companies and governments. With trusted technology and human expertise, Merative works with clients to drive real progress. Merative helps clients reassemble information and insights around the people they serve to improve healthcare delivery, decision making and performance. Merative, formerly IBM Watson Health, became a new standalone company as part of Francisco Partners in 2022.

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