

Future of outsourcing: expanding your outsourcing options using online marketplaces

Best practices for outsourcing in the pharmaceutical industry
(March 28 -30, 2011, Rhode Island, USA)



- Biomedical researcher for 18 years
- Senior scientist in Biotech start-up
- Consultant to industry for 3 years
- Founder of BioAssayLINK – first online linking service for discovery and preclinical research services

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David Cavalla, John Flack and Richard Jennings, ***Modern strategy for preclinical pharmaceutical R&D – towards the virtual research company.*** John Wiley and Sons Ltd, UK **1997**

“Many believe that there is an increasing place for such specialist companies (CROs) that can offer niche services to a number of clients, working in partnership with multinational pharmaceutical companies ...”

“... CROs are increasingly advertising their capability to be involved with discovery and early drug development, with an emphasis on partnership ..”

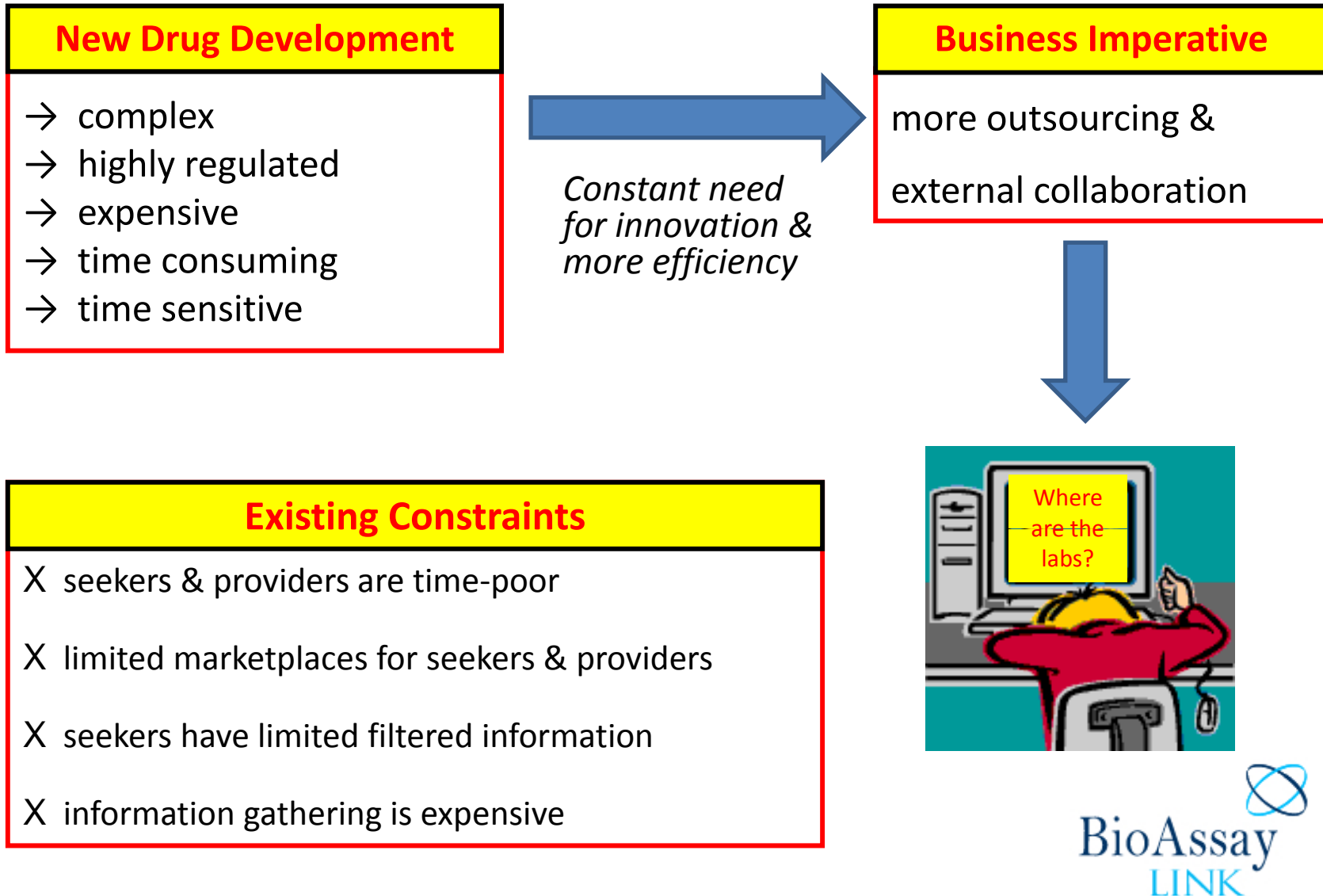
“ ... to examine in detail the reasons for the trend for partnerships and collaborations ...”

“.... what is the logical end-point; how much if anything needs to occur in-house?”

What will be covered

- **Outsourcing & external collaboration is a business imperative**
- Key decisions facing R&D managers
- **Continuous improvement scheme for R&D**
- Resource decisions to improve success
- **The challenge of finding service provider & collaborator options**
- Expanding the potential options using online marketplaces
- **Choosing the right service providers and collaborators**
- Future of outsourcing

The Big Picture



Key decisions faced by senior R&D managers

➤ Which new therapeutics should we R&D and how exactly?



➤ Which new entities should we develop more aggressively?



➤ What is the most cost-effective and time-efficient development path likely to give us the best competitive advantage?

Continuous improvement scheme for R&D of new therapeutic

- Define project
- Determine resources
- Resource decisions to improve success
- Execute project plan
- Deliver outcomes & recommendations
- Review & capture learnings

Resource decisions to improve success

- In-house, outsource, collaborate, partner
- Identify potential providers, collaborators & partners
- Assess all available options
- Short-list options (is budget adequate?)

The challenge of finding service provider & collaborator options

- In-house staff
- Existing networks and word of mouth
- Use previous provider/research group
- Engaging a consultant or CRO
- Hard copy of print directories
- Social networking sites
- Online repositories and marketplaces

Expanding the options – use of online marketplaces

Company (year launched)	Service offerings	Service attributes
Contractlaboratory.com (2004)	non-clinical & clinical	providers view seekers requests and respond
BioAssayLINK (2006)	non-clinical	pre-qualified providers listed in seekers' report
Assay Depot (2008)	non-clinical & clinical	search directory; two-way communication
Pharmatching.com (2009)	non-clinical & clinical	providers view seekers requests and respond
goBalto (2009)	non-clinical & clinical	search directory; <i>Tracker</i> for clinical study start-up
BioPharma Market (2009)	non-clinical & clinical	search directory
CMOLocator (2010)	contract manufacturing services	search directory

Choosing the right service provider: factors influencing the decision-makers

VALUE PROPOSITION =
 Σ weighted value of
categories 1 to 6

Category 1
**TRUST &
TRUSTWORTHINESS**

Respect for each other
Effective communication
Cultural differences
minimized
I.P. protection
Valued partnership

Category 2
SERVICE & PRICE

Speed of delivery
Human resources
Communication
Flexibility
Realistic price

Category 3
QUALITY

Standards required:
GLP/GMP
Documentation
Industry orientated?
Standard of contract
report

Category 4
STAKEHOLDERS

Investor acceptance
Ethical considerations
Potential conflicts
Relationship between players
Dominant or passive role

Category 5
EXPERTISE & EXPERIENCE

Familiarity with technology
Earned legitimacy
Success in new product
development
With disease targets
Number of alliances
Specialization
Track record
Proximity to related technologies

Category 6
**INFRA-
STRUCTURE**

Is it adequate

More than

QUALITY
SERVICE
PRICE

Future of outsourcing

- increasingly common and here to stay
- customers will become more demanding
- preferred providers will need to deliver
- significant opportunities for all providers
- increasing use of online marketplaces to identify providers and collaborators

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First online linking service for discovery and preclinical research services

BioAssayLINK is a unique online service for linking expert providers of biomedical research, such as model systems and functional assays, with pharmaceutical and related healthcare industry research functions for the purpose of outsourcing and external collaboration.

as seen in

TheScientist

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PROVIDERS



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SERVICE PROVIDERS (CRO's)

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