

# Global Pharmaceutical Company Implements Standardized Data Presentations to Reduce Time-to-Market of New Products

The client lacked a widespread, standardized approach to creating efficacy clinical trial data presentations. NEOS was engaged to develop generic efficacy data presentations – using SAS reports and graphs – for use in the FDA clinical trials approval process.

**Company:**

Global pharmaceutical company with multiple household name products

**Industry:**

Pharmaceutical

**Location:**

Global

**Challenge:**

Excess time-to-market for new drugs due to a lack of a generic approach to the creation of efficacy data presentations

**Services / Solution:**

Data Operations & Training  
Program Value Assurance  
Analytics  
Master Data Management  
Data Governance

**Results:**

Over 50 SAS figures were developed and implemented on schedule, and industry best practices created by NEOS are still in use by the client today

**BUSINESS PROBLEM**

The client was inundated by different approaches to the creation of efficacy clinical trial data presentations. The lack of a generic formula wasted valuable resources, as each presentation had to be fully designed from the ground up. The client sought to remedy this by implementing a generic approach to creating efficacy data presentations, which they hoped would provide the benefits of reusable SAS algorithms, standardized presentations for all drug testing teams, and reduced time-to-market for new drugs through common and integrated metadata.

**ACTION TAKEN**

NEOS created industry best practices for figure data presentations using SAS, implemented said practices, and delivered over 50 presentations supporting drug research in the FDA approval pipeline.

NEOS delivered:

- Industry best practices for SAS figures
- Technical specifications
- Project planning artifacts
- Portfolio management procedures
- 50+ generic efficacy figures
- Developer training

**THE OUTCOME**

More than 50 general efficacy figures were developed, tested, and implemented on schedule. The industry-best practices implemented by NEOS for the project were retained and are still used by the client today. The client found that the new approach and best practices integrated by NEOS accelerated the speed-to-market of their new products and played important roles in reducing costs and mitigating risk.



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