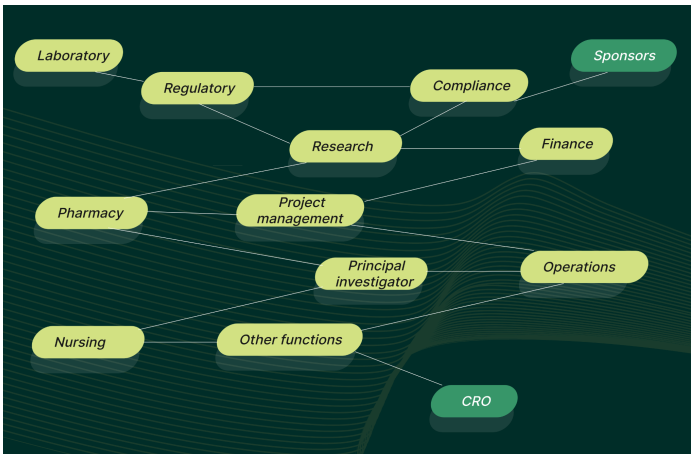
From delays to delivery

Built for sites: accelerated study activation to revolutionize trials

Study startup optimization is a pressing need

As plenty of researchers experience, it can be extremely inefficient to activate a new clinical trial. The average site initiation time for Phase 1-3 trials at AMCs and hospitals stretches to a lengthy 9.4 months.[1] This timeframe stands in sharp contrast to the ambitious, 90-day guidance from the NCI.[2]



Focused on addressing the top challenges in study operations

Complexity in trial activation coordination
Research teams face an incredibly complex process when trying to activate a new clinical trial. They have to coordinate countless activities, navigating numerous stakeholders, regulatory hurdles, multiple committee reviews, and endless administrative tasks. If not meticulously managed, each step can become a point of delay, cumulatively pushing back the start date and impacting progress and access to new therapies.

Fragmented workflows and tool overload
To activate trials, research professionals often find themselves toggling between a disparate array of manual tools and workflows. From initial sponsor outreach and protocol review, to coverage analysis, budget negotiation, and contract execution, tasks may require separate spreadsheets, email chains, or softwares. A lack of integration leads to inefficiencies, data silos, transcription errors, and a constant struggle for a holistic view of study readiness.

Lack of actionable intelligence in trial evaluation
Without a centralized system to track, analyze, and learn from past and current trials, sites struggle to make informed decisions about which trials to pursue. The ability to accurately assess the feasibility, resource demands, and potential profitability of a new trial is severely hampered by a lack of historical performance data and real-time insights into operational bottlenecks. “Blind spots" can lead to trial commitments that aren't optimally aligned with sites' capabilities, impacting finances.

Introducing Study Startup

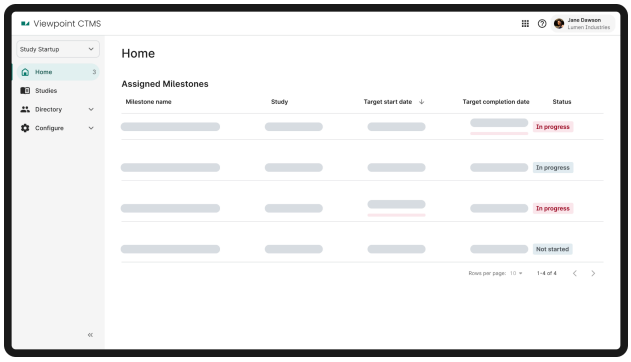
Verily Viewpoint is a solution suite that accelerates clinical research through optimizing evidence generation and trial operations, enabling research sites to move beyond reactive management to proactive, data-driven execution. As part of this suite, Verily Viewpoint Study Startup offers robust capabilities tailored to the unique needs of sites. Not another tool; it's a comprehensive solution designed to bring clarity, control, and efficiency to every phase of activation that's built on a foundation of Verily's deep understanding of research site operations.

Customizable study activation milestones

Trial requirements vary widely, as do the internal processes of individual research sites. Study Startup enables sites to configure milestones and associated time durations for different trial types, therapeutic areas, or sponsor needs.

Sites can define their own critical path, ensuring that all necessary steps are taken. From IRB reviews, various committee reviews, to budget negotiation, coverage analysis and site initiation visit readiness, steps are meticulously tracked and aligned with their unique operational cadence.

Fulfills Protocol Review and Monitoring System (PRMS) requirement



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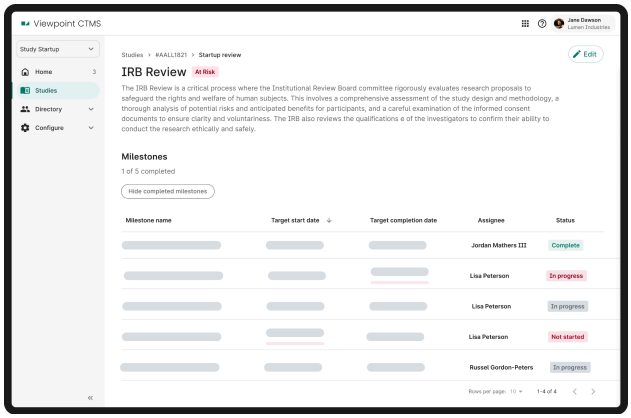
Detailed activity assignment and tracking

Taking it a step further, Study Startup allows for granular breakdown of each milestone into individual activities. These activities can be assigned to specific stakeholders — internal teams, external sponsors and CROs — complete with deadlines and status. And all parties can communicate and coordinate with each other within Study Startup.

This level of granularity fosters accountability, provides clear visibility into responsibility and ownership, and highlights minor bottlenecks before they become major delays. Real-time dashboards show all activities, enabling leadership to promptly identify and address issues promptly.



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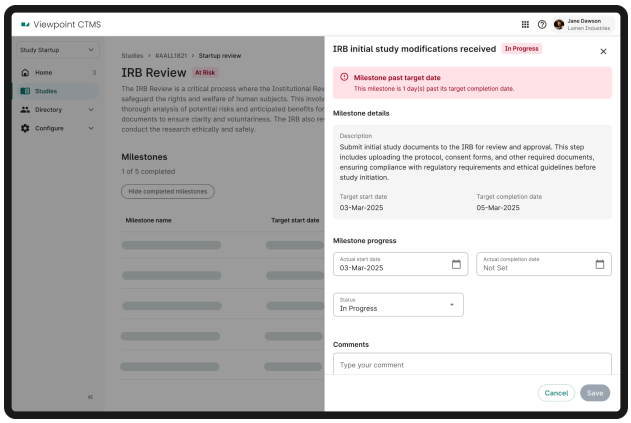
Process analysis and bottleneck identification

The real value of Study Startup lies in its seamless integration with core, Verily Viewpoint Site CTMS functionalities. Integration means data entered during the activation phase — such as protocol details, team assignments, and regulatory documents — flows effortlessly into the ongoing trial management workflows.

This can eliminate redundant data entry, reduces errors, and ensures a single source of truth for all trial-related information, providing a continuous lifecycle view from initial sponsor outreach, to trial closeout.



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Unlock new benefits for your research sites

The strategic implementation of Study Startup delivers tangible benefits that can directly impact your site's operational efficiency, financial performance, and research output.

Faster study startup

Study Startup enables a comprehensive, single view of all startup milestones across all stakeholders. This unified perspective fosters unprecedented collaboration by ensuring everyone is working from the same real-time information. With clearly defined activities and assigned timelines, both internal and external stakeholders have heightened accountability, driving a more proactive and efficient completion of tasks. The goal is significantly shorter activation timelines, and enrolling patients sooner.

End-to-end management

The Verily Viewpoint solution suite provides a holistic offering to manage every phase of your clinical trial lifecycle. From the initial sponsor outreach and feasibility assessment through detailed planning, execution, and ultimately, trial closeout, all processes are seamlessly integrated within one powerful experience. This comprehensive management streamlines operations by cutting the need for disparate tools, reduces administrative burden, and ensures continuity of data and workflows.

Intelligent planning and profitability

By consolidating activation data and integrating with Site CTMS, Study Startup builds the foundation for robust end-to-end tracking and analysis. Sites can leverage this intelligence to evaluate future protocols with greater accuracy, understanding true capacity, identifying historical bottlenecks, and more precisely forecasting resource needs. This data-driven approach empowers sites to make strategically sound and profitable trial decisions, ensuring trials align with operations and financial objectives.

A day saved is a day earned

The success of clinical trials partly hinges on efficient and timely activation. Verily Viewpoint Study Startup offers a transformative solution to the persistent challenges of prolonged activation times, delayed enrollment, and project setbacks. By providing a deeper view of your activation process, promoting accountability, and offering unparalleled flexibility, it empowers research institutions to accelerate the delivery of groundbreaking therapies to patients.

Utilize Verily Viewpoint Study Startup to revolutionize your clinical trial activation process — every day saved during startup is a day closer to medical breakthroughs and improved patient outcomes.

Get in touch

Talk with the Verily Viewpoint team on how **Verily Viewpoint Study Startup** can accelerate clinical study activation, reduce operational inefficiencies, and enhance trial profitability for your research sites: **Contact the team**

AMCs = Academic Medical Centers; CROs = Contract Research Organizations; CTMS = Clinical Trial Management System; IRB = International Review Board; NCI = National Cancer Institute

Sources

1. ACRP: Overcoming Study Start-Up Delays: Best Practices for Research Sites. https://acrpnet.org/2025/05/07/overcoming-study-start-up-delays-best-practices-for-research-sites
2. AACI: Collaborating to Improve Clinical Trial Activation Timelines. https://www.aaci-cancer.org/Files/Admin/2023-April-AACI-Commentary.pdf