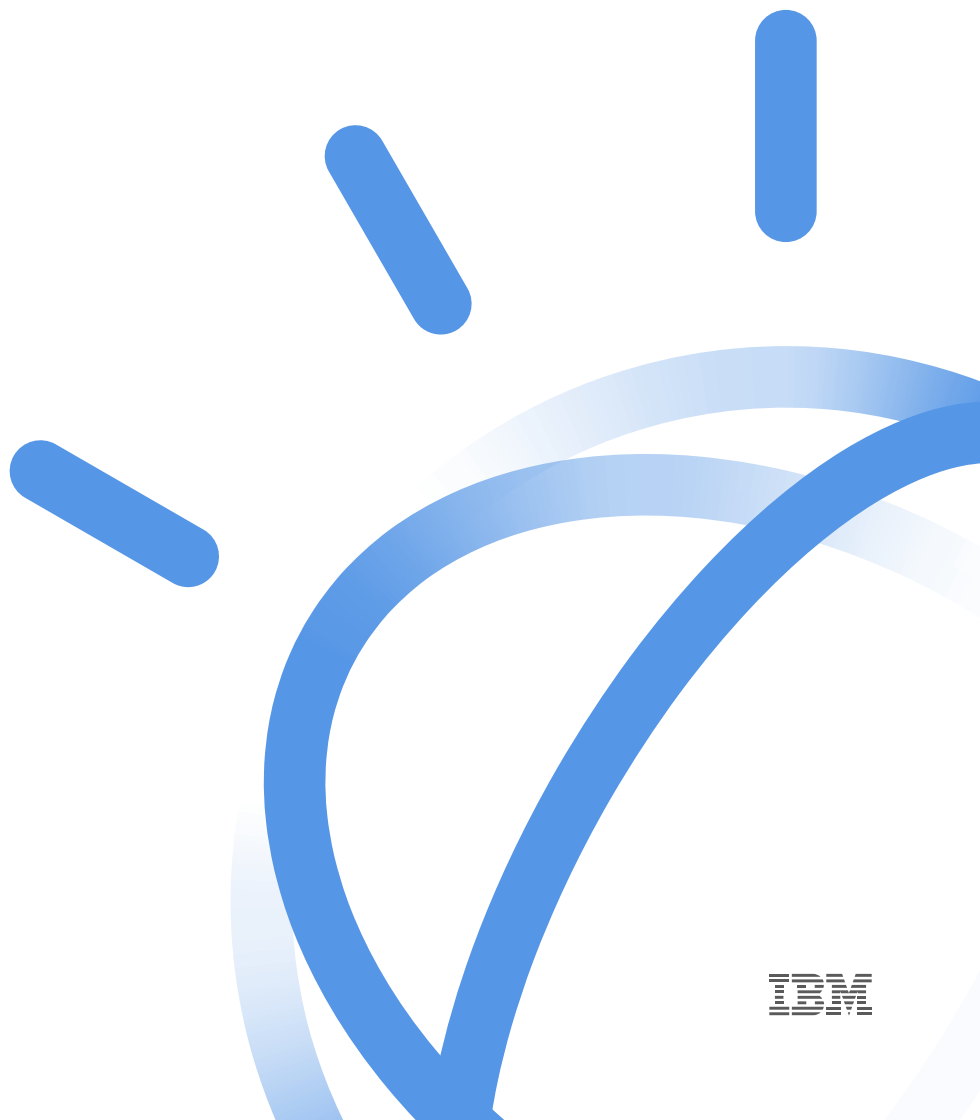


# IBM Clinical Development - Study Startup

Tap our expertise to help you  
build your trial or have us do it  
for you



## Key benefits

### The top line

- Choose how much help you want
- Finish your study build fast
- Speed deployment through an interface designed to be intuitive and easy to learn

It's no secret the first step is the most important. And you'll find IBM® Clinical Development an ideal partner whether we're leading or advancing side by side with you.

With IBM Clinical Development from Watson Health™, designing and launching a study couldn't be easier. IBM Clinical Development affords you choice not only in how you build your study, but also who builds it, how it's built and when you deploy.

With Watson Health, you can choose the level of input and control you want in the design process to get things rolling. We can manage the project on your behalf or help you learn the IBM Clinical Development platform and build your study together. We stand at the ready to contribute our expertise whenever and wherever you need it.

Key feature	Mentor-build	Full-service
Study-build structure	Our teams work together to build your study	We build the study to your exact specifications
IBM Clinical Development Certification status	Each of your designers earn IBM Clinical Development certification	We provide IBM Clinical Development-certified designers
Training	Get trained on IBM Clinical Development	Optional
Location	In person (your office or ours)	In person (your office or ours)

## IBM Clinical Development Mentor Build

### IBM® Clinical Development eMentor Build: We build it with you

We're big fans of collaboration. The better we understand your project and its goals, after all, the better equipped we'll be to help you put the full power of IBM Clinical Development to work.

Choose our most popular design option, IBM® Clinical Development Mentor Build, and we'll work with you like a team — in person — to build your study either at your place or ours. You and your team will be trained on the “how-to's” and “that's why's” of the IBM Clinical Development platform. Training is designed to leave you fully prepared to use the system on your first study and all that follow.

### Off-site training

With our IBM® Clinical Development Mentor Build Off-Site model, we train your team to go from being “competent” on the system to being “confident” on it. This training is most often conducted at our offices near Research Triangle Park, N.C.

Though we’re working with you to design one of your actual trials, the goals are to train your team and finish the build. We empower your team to take the reins of IBM Clinical Development and guide the study to testing and launch.

The benefits? Your study is up and running quickly, and your team can become IBM Clinical Development-Certified Designers and apply their knowledge to future studies.

### On-site training

With our IBM® Clinical Development Mentor Build On-Site option, we come to you and build your study. Through this collaboration, we walk you through the entire design process, answering any questions you may have along the way. Ins and outs, tips and tricks — we help your team learn how to use every aspect of the IBM Clinical Development platform.

## Full-service IBM Clinical Development

### Full-service: We build it for you

When you don’t have the time or resources for a hands-on approach, IBM Clinical Development offers a Full-service option.

In this alternative, our team manages the design process from end-to-end on your behalf. We work with you upfront to define the study’s scope and objectives along with the detailed specifications that comprise the study architecture. Then our team of IBM Clinical Development-Certified designers build, test and prepare the study for deployment. We keep you informed of our progress every step of the way to monitor that this phase stays on target and get your study ready for go-live as efficiently as possible. In fact, the majority of our clients’ studies go live within approximately 30 days.

## IBM Clinical Development Certification

When you become IBM Clinical Development-Certified, we train you and your team to put the full power of the system to work. Our certification process prepares you to manage whatever your studies demand. And, of course, once your study is up and running, you can count on 24x7x365 Level 1 customer support that lets you connect with our team in the way that best fits your needs — via phone, email, live chat, Twitter or in person.

## Come play in our sandbox

When everybody is telling you their product is the easiest, fastest and most efficient solution, how do you decide which one to pick?

### Easy. Test drive ’em.

That’s why IBM Clinical Development offers what we call the Sandbox. You’ll have access to virtually every capability and service we offer so you can experience first-hand what it’s like to use our system in a real-world environment. So come on over and play in our Sandbox. We’re holding a corner just for you.

Get started at <https://pages.eclinicalos.com/getstarted>

## All in one

Access one platform for your data management needs

## Easy to use

Streamline your path to go-live and first patient in

## Pay as you go

Avoid expensive, up-front licensing fees

## About IBM Watson Health

In April 2015, IBM launched IBM Watson Health and the Watson Health Cloud platform. The new unit will work with doctors, researchers and insurers to help them innovate by surfacing insights from the massive amount of personal health data being created and shared daily. The Watson Health Cloud can mask patient identities and allow for information to be shared and combined with a dynamic and constantly growing aggregated view of clinical, research and social health data.

For more information on IBM Watson Health, visit: [ibm.com/watsonhealth](http://ibm.com/watsonhealth).

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