



# \$2.9 Billion.

That's what the top 20 pharma companies lost last year to **enrollment delays** alone

A blurred hospital hallway with people walking and a glowing digital cube in the center. The scene is lit with cool, teal-toned lights, creating a futuristic and somewhat mysterious atmosphere. The people are out of focus, suggesting a sense of motion and activity. The glowing cube is the central focus, emitting a bright blue light and displaying various data points and graphs, symbolizing technology and data in a clinical setting.

# The Dirty Secret No One Talks About

## **The Industry Narrative:**

We have the technology. We have the data. We have sophisticated CROs and dozens of specialized vendors.

## **The Reality:**

Between protocol finalization and first patient randomization, there's a 4-6 month gap where nobody actually owns the outcome.

# **OPERATIONAL ORPHANING**

Vendors optimize for their slice. Sites wait for direction. Sponsors manage spreadsheets.

# What One Day of Delay Actually Costs You



## The Cascade Effect

**Day 1:**  
Minor protocol amendment

**Day 14:**  
Site re-training required

**Day 30:**  
IRB re-submission

**Day 60:**  
Enrollment window closing

**Day 90:**  
Phase 3 timeline at risk

# The Vendor Carousel Problem

Six vendors, six dashboards, six definitions of success—zero accountability.



**23%** of qualified leads lost between recruitment and screening

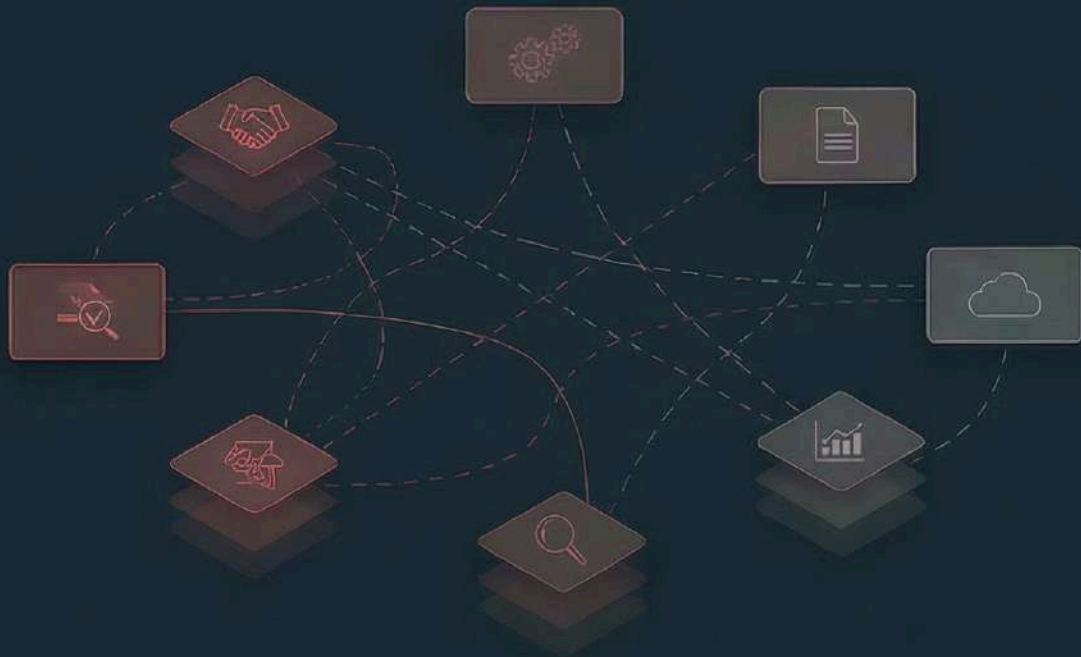
**31%** of screened patients never scheduled for consent

**18%** of consented patients drop before randomization

# What If One Partner Owned the Outcome?

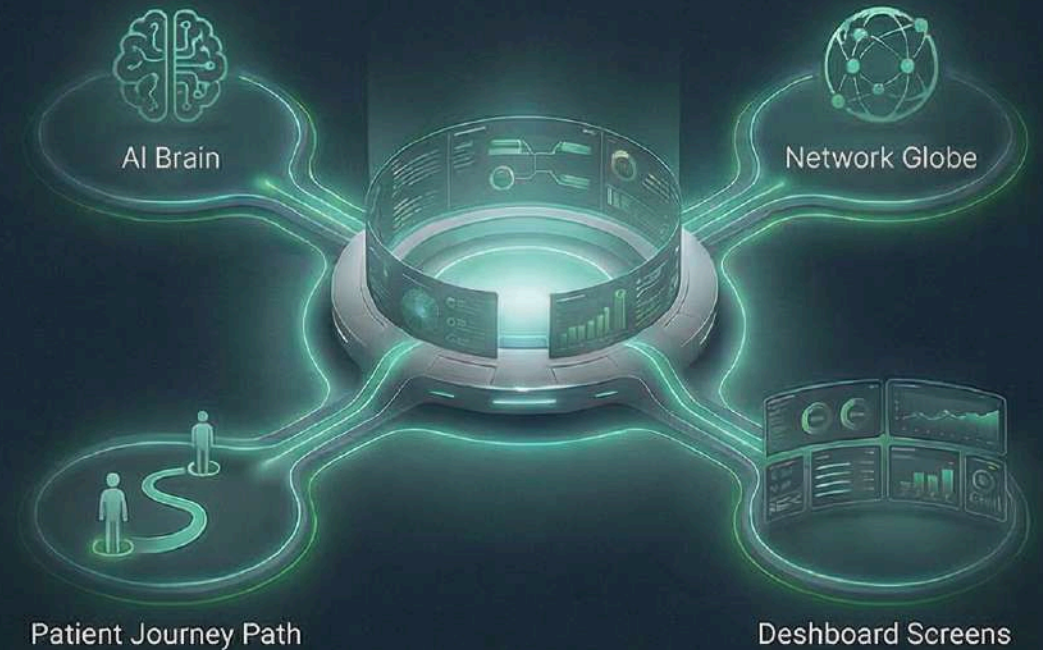
## From This

6 contracts → 6 dashboards → 6 definitions of success → 0 accountability



## To This

1 partner → 1 dashboard → 1 definition of success → 100% accountability



We're not a recruitment company that bolted on technology. We're a technology company that understood recruitment is a workflow problem, not a lead-gen problem.

THE PROOF - OUTCOMES THAT MATTER

# The Proof: Outcomes That Matter

Not Vanity Metrics. Outcomes.

## TRADITIONAL MODEL

45% screen failure rate



6-month site activation



4 vendors to manage



\$8,200 cost per randomized patient



12 months to enrollment close



## THERANOVEX MODEL



22% screen failure rate (↓ 51%)



4-week site activation (↓ 83%)



1 partner (↓ 75% overhead)



\$5,100 cost per randomized patient (↓ 38%)

7 months to enrollment close (↓ 42%)

# Get a Customized Proposal in 4 Simple Steps

STEP 1

1

## Submit Request

Complete our proposal form with your clinical trial needs and requirements

STEP 2

2

## Initial Consultation

Our team reviews your request and schedules a consultation to discuss in detail

STEP 3

3

## Proposal Development

We create a customized proposal tailored to your specific objectives

STEP 4

4

## Proposal Delivery

Receive your comprehensive proposal with a follow-up discussion to refine as needed

Accelerated timelines using our Metasite™ model (up to 30% faster enrollment)

Enhanced diversity reaching populations beyond traditional site catchment areas

Flexible solutions adapted to your specific challenges

**Request Your Proposal: [theranovex.com/request-proposal](https://theranovex.com/request-proposal)**

*Tell us about your clinical trial needs, and we'll create a customized proposal to help you achieve your research goals.*