

BioClinica Introduces Optimizer Enterprise Suite

– *Clinical Supply Planning and Optimization Extended to Web Solution* –

NEWTOWN, PENNSLVANIA, June 5, 2014 – BioClinica®, Inc., a leading provider of specialized outsourced clinical trial services and eClinical Solutions, announced today the introduction of its [Optimizer](#) Enterprise Suite for clinical supply chain planning and optimization. The suite brings both enhanced offerings and new web-based tools to BioClinica's predictive clinical supply planning solution originally introduced in 2010.

Forecasting and demand planning tools comprising BioClinica's Optimizer Enterprise Suite include:

- **Optimizer Advanced:** BioClinica's original robust desktop solution for sophisticated modeling of scenarios that impact the supply chain. Extended forecasting and planning capabilities are ideal for large-scale, high volume research programs and complex studies.
- **Optimizer Direct:** BioClinica's new cloud-based option streamlined for essential supply chain forecasting and planning, but with all the power of the original Optimizer. It simulates scenarios most commonly affecting the supply chain and is ideal for modeling and forecasting supplies on smaller-scale programs and stand-alone studies.
- **Aggregator:** BioClinica's expanded enterprise demand planning module combines forecasting plans across studies. It supports packaging and manufacturing planning, from finished goods through active pharmaceutical ingredient in a single, cohesive planning system for visibility into the global supply chain.

The Optimizer '**Dashboard**' supports all of the above components and enables forecast data to be viewed in a format practical for any stakeholder. Rounding out the Optimizer solution is a hybrid service plan tailored to customer need. BioClinica's in-house **Supply Chain Optimization Team** brings decades of experience to assist customers with planning and optimization at a study, program, or enterprise level.

BioClinica Vice President of Product Management Chip deVillafranca said, "We extended Optimizer to a suite of tools that scales to any organization's need, whether planning globally, at a single study level or somewhere in between."

Progressive pharmaceutical companies using Optimizer for global supply planning have significantly reduced waste and saved millions of dollars. "Based on these remarkable results we made the power of Optimizer more accessible to a broader audience by putting it on the web and giving it an intuitive user interface," deVillafranca said.

Today's clinical trials are complex, creating new challenges for supply chain planners. "Intricate study protocols, delicate investigative compounds, and variable dosing schemes are just a few of the variables," deVillafranca explains. "It's no longer feasible to manage clinical supplies efficiently using spreadsheets and manual methods. That's where BioClinica simulation and forecasting technology is unmatched."

Optimizer provides computer simulation of different supply chain scenarios. It models unpredictable demand over time to forecast drug supply and when and where to ship it. Simulations can be re-run with live data for a continually optimized supply plan. Optimizer enables planners to see impending drug shortages and excessive oversupplies. Optimizer also equips supply planners with information to identify opportunities for improvements in shipping, labeling, storage and other activities that carry high costs.

Industry professionals can get a look at the BioClinica Optimizer Enterprise Suite and other eClinical Solutions and Medical Imaging and Cardiac Safety services at the [Drug Information Association \(DIA\) Annual Meeting](#). BioClinica will provide demonstrations in its exhibit in Booth 1725 at the event to be held in San Diego, California on June 15-19. BioClinica will also present on Drug Shortages in Clinical Trials as part of the clinical supply symposium on June 18, from 10:30 am to noon. For a personal demonstration of Optimizer Enterprise Suite contact BioClinica at +1-888-392-7456.

About BioClinica, Inc.

BioClinica, Inc. is a leading global provider of integrated clinical trial management technologies including eClinical solutions for clinical trial supply management, forecasting and optimization (CTSM), electronic data capture (EDC), randomization (IRT), and clinical trial management (CTMS). BioClinica and SYNARC merged in 2014 to create the world's foremost medical imaging and cardiovascular core lab with unrivalled scientific, regulatory and project management capabilities for advancing clinical trials. Together, our company offers our clients the industry's most comprehensive and diversified clinical imaging program with therapeutically aligned experts and increased operational scale. With 30 years of experience and over 4000 successful trials to date, BioClinica has supported the development of many new medicines through all phases of the clinical trial process. BioClinica operates state-of-the-art, regulatory-body-compliant imaging core labs on three continents, and supports worldwide eClinical, comprehensive cardiovascular safety, and data management services from offices in the United States, Europe and Asia. For more information, please visit www.bioclinica.com.

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