



## Optimize New Product Development

With competition intense, medical device manufacturers are innovating to be agile and respond faster to market demands. All this while ensuring compliance to regulatory requirements. Costs of new product development have risen tremendously and there is a compelling business case to efficiently manage the product development lifecycle. Oracle solutions enable you to manage the entire portfolio of your development projects within time and budgets.

Product innovation is the key to being competitive. The pace of new-product development has never been faster. Companies have numerous innovation projects in the R & D pipeline. However budgets and resources are always a constraint driving companies to prioritize projects and resource allocations based on organizational goals. Today's medical devices industry is driven by a need for consistent, consolidated information that enables you to take well-informed decisions even in complex situations such as budgeting and strategy changes, mergers and acquisitions, and macroeconomic changes. Oracle's suite of enterprise-level portfolio management and clinical trial management applications empower you to manage the end-to-end innovation cycle and help you implement industry best practices. With Oracle's solution for medical devices, organizations are able to substantially enhance their ability to:

- Provides an integrated portfolio, project, resource, and financial management solution
- Optimize scarce resources across development project portfolios
- Manage numerous trials simultaneously in a regulatory compliant manner

### **Provides an integrated portfolio, project, resource, and financial management solution**

Companies face the challenge of transitioning quickly and smoothly from the design phase to volume production. Missed steps and other errors during transition delay production and can trigger costly re-design and re-prototyping. The Oracle Advanced Product Catalog (APC) is a fully integrated product information management solution that allows an enterprise to maintain a clean, complete, and consolidated global product information hub. It helps enterprises to improve information access, improve efficiency, reduce errors, and reduce operational costs. Oracle's product catalog solutions enable you to consolidate product, design, manufacturing, service and labeling information in a single compliant hub. Users across departments and supply chain partners can use this shared information to securely collaborate. It facilitates you to classify all products and components to enable Genealogy Tracking and transition smoothly from design to production.

### **Optimize scarce resources across development project portfolios**

Making the best resource-allocation decisions, based on organizational priorities, significantly reduces the cost of research, manufacturing, and sales. Only Oracle provides single project repository that supports global projects with integrated project management and collaboration within the enterprise.

Oracle enterprise-level integrated project management applications help organizations evaluate, analyze, prioritize, and select the right set of projects to execute – guided by financial goals, strategic goals, and available funds.

Oracle applications provide project managers the visibility and control they need to deliver their projects successfully. It delivers tools that facilitate more-informed decisions, enable more-accurate forecast management, and allow more-nimble change management, so participants and managers can focus on bringing new medical products to market quickly and efficiently, optimizing the value of product development teams.

Resources enable you to better manage project resource needs by deploying the most qualified people to projects across the enterprise. As a result, you can improve customer and employee satisfaction, maximize resource utilization and profitability, and increase your competitive advantage.

### **Manage numerous trials simultaneously in a regulatory compliant manner**

Clinical trials are increasingly global in nature, and companies may need to manage hundreds of trials simultaneously. Oracle's Clinical Trial Management System enables you to take advantage of the world's leading CRM application to efficiently manage clinical trials. A centralized trial management database provides users with the most relevant and appropriate information in real-time. Armed with the most current and relevant data, clinical users are able to spot problems earlier and take corrective actions sooner, thus reducing overall trial costs.

With Clinical Trial Management System your ability to collect, track, and analyze information about principal investigators is greatly enhanced. This enables you to identify those with the greatest chance of running your clinical trials successfully. It further provides many automated tools to help researchers and project managers to keep trials on track.

Oracle Clinical is the only clinical data management application that is fully integrated with front-end electronic data capture (EDC), using Oracle Clinical Remote Data Capture. Because the two applications share a data model, you design, build, and validate your study only once, and both applications can share data entry screens and edit checks.

Oracle helps you easily create and maintain regulatory compliant device history records (DHRs) and device master records (DMRs) by offering the only enterprise-level solution that lets you collect electronic signatures by implementing prebuilt, operational system checks.

### **Oracle's end-to-end solution**

Oracle is committed to the medical devices industry. Only Oracle offers complete and integrated applications for managing your project Supply Chain Management application with project portfolios as well as clinical trials. With Oracle you can achieve higher levels of efficiency in your product development lifecycle, cutting development costs and accelerating time-to-market.

### **Contact Us**

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit [oracle.com/industries/life\\_sciences/meddev](http://oracle.com/industries/life_sciences/meddev)

Outside North America, visit [oracle.com/corporate/contact](http://oracle.com/corporate/contact) to find the phone number for your local Oracle office.

#### **Did You Know?**

- **10 of the top 10** medical device companies run Oracle Applications
- **10 of the top 10** medical device companies run Oracle Technology
- **7 of the top 10** in vitro diagnostic companies run Oracle Applications
- **10 of the top 10** contract research organizations (CRO) run Oracle Applications

**ORACLE®**