

# Devana Solutions PROPEL: Unifying Decentralized Sites into Velocity Clinical Research's Integrated Research Organization

Case Study

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*Devana Solutions PROPEL platform is the backbone of Velocity Clinical Research's operating infrastructure. The Devana system not only lets me track my team's productivity but allows us to evaluate trial opportunities with 2-way, real-time communication between our central HQ team and our sites directly without ever having to leave the system! In a world where distraction is everywhere, we needed a system that contained everything in one place. Devana PROPEL is that system for us.*



**Craig Koch**

Vice President of Business Development  
Velocity Clinical Research

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## WHAT WE PROVIDED

### Devana Solutions PROPEL

- ✓ Centralized platform for business intelligence
- ✓ Real-time Trial Connectivity
- ✓ Robust Reporting
- ✓ Premium support

## VELOCITY'S RESULTS

### Cohesive Operations

- ✓ Centralized Communications
- ✓ Single Source of Truth
- ✓ Performance Metrics

## The Client

### Velocity Clinical Research



#### INDUSTRY

Clinical Research



#### LOCATION

USA

Velocity Clinical Research, headquartered in Durham, NC, is a wholly owned research site organization focused on patient engagement, quality, scalability and therapeutic breadth. Founded in 2017, Velocity now comprises 16 research sites, geographically dispersed across the United States. Collectively, Velocity's sites have been focusing on clinical study trials for over 250 years with more than 5,000 successfully completed studies.

The Velocity model represents a new approach to site management. By owning and operating all sites directly, the organization offers consistent and highly efficient patient recruitment and engagement, and integrated study processes and systems.

## The Challenge

### COMMUNICATION AND EFFICIENCY

Craig Koch joined Velocity Clinical Research early in 2019 as the Vice President of Business Development. Velocity's goal is to become fully integrated across all of their acquired sites including the complete adoption of organization-wide technology platforms and processes. Craig implemented the Devana Solutions PROPEL software starting in March 2019 to centralize and automate workflows across the Business Development, Feasibility and all Study Startup functions. Most importantly, PROPEL allowed Velocity's central team to benefit from reports and dashboards capable of analyzing trial performance aggregated across Velocity's entire network of acquired sites or review isolated performance at the individual trial or individual site level. With the central team successfully unified on PROPEL and Velocity having grown to 16 sites across the U.S. through acquisition, the next logical step to further integrate Velocity was to connect the central team to the more decentralized site staff. For example, clinical and investigative staff might only require involvement at very specific milestones during study startup such as input into Feasibility Survey Requests or Patient Recruitment goals when a trial opens to enrollment.

Like many large research organizations, communication during startup and enrollment at Velocity was taking place across multiple mediums including emails, phone calls, meetings and informal "water cooler" conversations which wasted time and could breed confusion ultimately causing delays.



*PROPEL is the conduit between the preparatory work from the sales handoff to the transitional tool from study inception to study execution. It is where everything lives.*

## The Solution

### PROPEL FOR ACCOUNTABILITY AND TRANSPARENCY

Devana Solutions PROPEL provided Velocity Clinical Research with one common platform to be the source-of-truth to unify and enable their central team and all sites and staff across their vast network to clearly communicate. Every Velocity team member had complete transparency into the clinical trial pipeline being managed by Craig Koch's central Business Development Team. Communication from the central team to each Site Director regarding new study announcements and patient enrollment goals and performance expectations – both across the Velocity organization and at each individual site and study team – are now clear and transparent fostering individual buy-in and accountability for results. Specifically, Velocity now has a suite of reports within PROPEL targeted for each site and providing Site Directors visibility into everything from outstanding tasks, the status of studies in their pipeline, study performance, enrollment goals across all studies and real-time data to forecast and plan workload and allocate resources and make expenditures to help meet those goals within the enrollment timeline. With PROPEL, Individual Site Directors now have the tools to operate their sites like entrepreneurial business centers within the larger Velocity Clinical Research organization.

*The visibility Devana allows has been essential in us catapulting from trying to combine sites to functioning as one cohesive unit.*

# The Result



## ONE COHESIVE ORGANIZATION

From a tangible time saving standpoint, all internal communication across Velocity Clinical Research's rapidly growing network of research sites now takes place within the Devana PROPEL system eliminating the flood of emails, calls, meetings and follow-up. PROPEL serves as a central repository for all communication, allowing Velocity's central team to push out updates to sites, and gives sites the ability to request information from the central team within the platform eliminating the need for duplicate emails, phone calls, and meetings. This common platform for all study collaboration has translated into 2 hours of time savings each week for at least 20 central and study team members or a savings value of over \$100,000 in staff costs that can now be re-allocated to more productive tasks and projects.

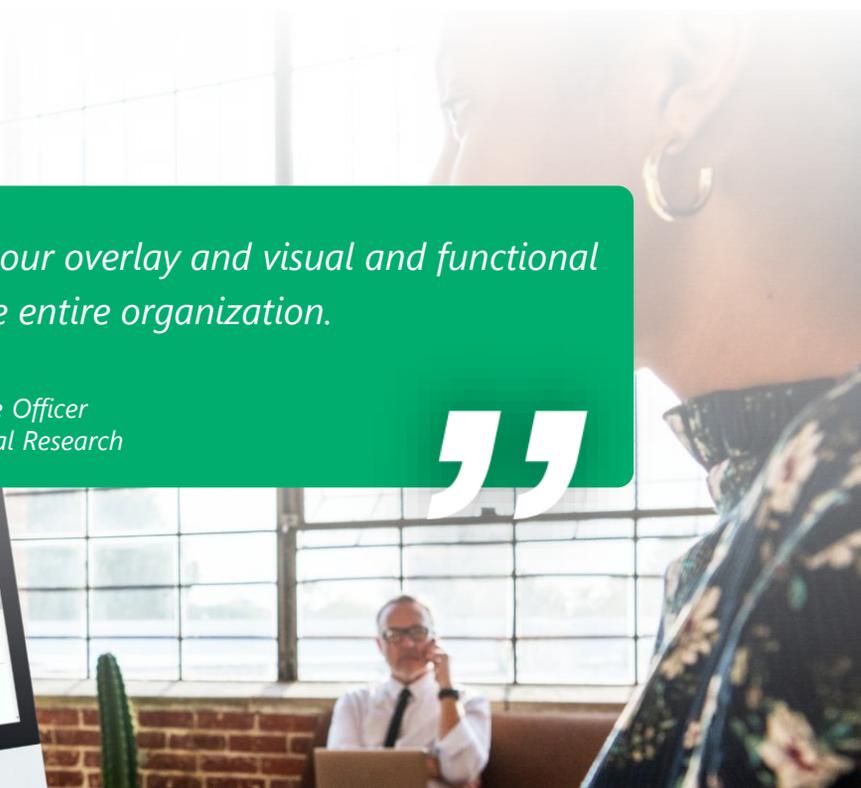
Site Directors have been the biggest champions of Devana PROPEL. Initially, Velocity deployed PROPEL only at the Site Director level; but soon after realizing all that could be accomplished by providing additional study team staff with user-access to the Velocity Site Portal, there was overwhelming demand for new user additions. Velocity originally onboarded 10 site users, and within the first quarter, portal site users more than doubled. "Even at our smaller sites where PIs are much more involved in the day-to-day, once the Site Directors showed them PROPEL's capabilities, even the PIs requested access." Advocacy for the Devana PROPEL platform has been well-supported by Velocity's Executive Suite.

According to Craig Koch, "We achieved adoption from more people on the executive side than we thought would be possible because there is just so much more data." As Koch aptly summarized, "It's one of those things like when you upgrade stuff at home, all-of-a-sudden you can't imagine how you even functioned before! Now that the Site Directors and Study Teams at the sites have access to this data, they wouldn't know how to function without it – that is where we are at with Devana PROPEL."

**"Devana Solutions is the platform that turned us from a network of sites to one cohesive research organization."**

*Devana is our overlay and visual and functional tool for the entire organization.*

**Paul Evans**  
Chief Executive Officer  
Velocity Clinical Research





**Join the platform that's helping clinical research sites and site networks build their reputation for reliable performance.**

Devana Solutions®, LLC is a SaaS provider driven by a core belief that data transparency through technology is critical to selection of the top performing research sites to align with pharmaceutical Sponsors and CROs to reduce drug development costs and speed new therapies to patients.

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**Devana Solutions**

*Better Data. Better Decisions. Better Outcomes.*

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