

*George Clinical Recognized for*

**2021**

**Competitive Strategy Leadership**

Asia-Pacific Clinical Contract  
Research Organization Industry  
*Excellence in Best Practices*



George Clinical

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. George Clinical excels in many of the criteria in the clinical contract research organization space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

### **George Clinical: Innovation through Impactful, Strategic Partnerships**

Asia-Pacific’s (APAC) contract research organization (CRO) outsourcing market may exceed 60% by 2026. Improving clinical trial efficiency and patient-centricity and mitigating revenue losses from patent expirations are the main drivers.<sup>1</sup> The APAC clinical trial market is an attractive space for Western companies as the region offers patient diversity with globally accepted data quality. Moreover, many

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**- Azza Fazar, Best Practices Research Associate**

countries are quickly becoming ideal locations for early phase trials, such as Taiwan, South Korea, Singapore, and Malaysia.

Although many early phase clinical trials have primarily been performed in Western populations, epidemiology factors among different ethnicities and cost incentives/advantages in APAC create an immense value proposition. Indeed, about 31% of all Phase I clinical trials was conducted in the APAC region in the past two years, and this percentage continues to grow rapidly.<sup>2</sup>

<sup>1</sup> *Post-COVID-19 Trends Disrupt the Global Contract Research Organization (CRO) Market* (Frost & Sullivan; May 2021)

<sup>2</sup> [Conducting Early Phase Trials in the APAC Region](#); George Clinical; July 2021.

Headquartered in Sydney, Australia, with a presence across APAC (as well as Europe and the USA), George Clinical incorporates patient-centricity and strives to achieve efficiency in the trials it executes. The company delivers unparalleled scientific leadership and customer-focused solutions for its clients in the clinical trial market. As a medium-sized CRO, George Clinical chooses niche areas to compete successfully.

The company selected clinical information technology solution vendors, Protocol First and 4G Clinical, to effectively compete with other CROs without significant investments. These vendors enable efficient and proactive clinical trial execution led by George Clinical, thus becoming the company's key differentiator.

### ***The DARE-19 Trial***

To maintain growth in the evolving CRO market, George Clinical formulates solutions with innovation and scientific leadership, producing high-quality outcomes. The company achieved efficiency throughout the dapagliflozin use for respiratory failure in the COVID-19 patients (DARE-19) global study. It involved hospitalized adult patients from countries where coronavirus is prevalent, including India, Latin America, and other international locations. Sponsored by AstraZeneca and St Luke's Hospital, the DARE-19 trial leveraged George Clinical's partnership with Protocol First for remote patient monitoring and recruitment in the height of the global pandemic.

Executed virtually in its entirety, DARE-19 progressed from concept to the first patient within 30 days as the trial involved regulatory authorities in numerous countries who worked 24/7.<sup>3</sup> This remarkable achievement is a first in clinical trials through George Clinical's strategic decision-making. DARE-19 proves the company's capabilities in mitigating the pandemic's impact and the customer-centric approach to conducting every test like it is unique. Unable to implement new contactless methodologies, many COVID-19 trials remain pending to date. At the end of the study, George Clinical reported a groundbreaking total of 1,200 participants within 12 months.

### ***Accelerating Kidney and Oncology Research***

#### ***The Global Kidney Patients Trials Network (GKPTN)***

With recruitment in over ten countries, the Global Kidney Patients Trials Network (GKPTN) brings in more "trial-ready" patients with kidney disease, a first in the CRO space. The GKPTN allows continuous and long-term data collection from a readily available patient pool for future treatment and various intervention pathways. Patients with kidney disease now have rapid and improved access to trials through the GKPTN. The GKPTN also allows scientific expertise around the globe to share information to help understand the treatment of 1000s of patients with a variety of significant renal problems. Moreover, the GKPTN enhances patient outcomes through proprietary technology and novel designs to test multiple agents compared to traditional approaches. The network demonstrates cost reductions through efficient recruitment and top-notch operational synergies. GKPTN expects more than 5,000 enrollments for 2021.

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<sup>3</sup> [George Clinical Commences New International COVID-19 Study Focused on Protective Measures for At-Risk Patients](#); George Clinical; May, 2020.

**Oncology: Groundbreaking Strategies and Outcomes**

Oncology dominates the clinical trials market in the APAC region, accounting for the largest revenue share (23.4%) in 2020.<sup>4</sup> George Clinical offers impactful solutions to its clinical trials through its leading scientific network. Dr. Maria Ali, its Chief Medical Officer, expands the company's oncology expertise by spearheading a partnership with Omico Group, a government-funded Australian genomic profiling registry.

With Omico Group's help, George Clinical can profile patients in biomarker-dependent therapeutic trials, enabling cancer mutational circuitry mapping and contributing to oncology trials' evolution. This effort ensures cancer-specific patient recruitment for the correct studies relevant to their treatment needs, thus accelerating trial enrollment.

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One such example of George Clinical's customer-centric approach is Race Oncology. Race Oncology selected George Clinical as its preferred CRO to scope, design, and plan a proof-of-concept Phase I/II breast cancer clinical trial of Bisantrene combined with cyclophosphamide. Bisantrene has good clinical backing for acute myeloid leukemia and breast and ovarian cancer. This effort enables Race Oncology to make an informed decision on crucial clinical pathways.

The American Society of Clinical Oncology (ASCO) acknowledged George Clinical's efforts in oncology during the 2021 ASCO Annual Meeting. There were also

special mentions of its scientific leaders, namely Dr. Lee Schwartzberg, who co-authored abstracts highlighted in the meeting, including "Impact of clinical trial enrollment on episode costs in the Oncology Care Model." Its scientific leaders ensure best policies and practices and, most importantly, strengthen its trials' high scientific caliber reputation.

**Commendable Outcomes: Maximized Growth**

George Clinical's well-planned business initiatives sustain its growth in the APAC clinical trials industry. Through feedback from partnerships with large pharmaceutical firms, the company progressively refines its clinical trial execution, contributing to its steady growth. In its most recent collaboration, George Clinical's flexible, efficient, and breaking recruitment records helped a China-based pharmaceutical giant's study lagging recruitment.

The company's Chief Business Officer, Sean Hart, reports an overall growth rate of 20% in 2021, increasing from 15% in 2020. The COVID-19 pandemic did not hinder it from expanding. Before COVID-19, George Clinical's personnel count totaled 270 employees; post-pandemic personnel numbers increased to 320 employees, growing 10% to 20% in the past year. Frost & Sullivan lauds George Clinical's efforts in strengthening its strategies to ensure growth amid the pandemic.

<sup>4</sup> [Conducting Early Phase Trials in the APAC Region](#); George Clinical; July 2021.

## Conclusion

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George Clinical is a mid-size clinical contract research organization (CRO) with clear-cut strategies to navigate the clinical trials sector successfully. The company leverages its one-of-a-kind scientific expertise, customer-focused services, and solutions to provide the full clinical trials experience and end-to-end results. This approach enables it to compete with prominent market players cost-effectively. George Clinical made its mark in the APAC clinical CRO industry by launching the first Global Kidney Patient Trial Network. The scientific-led network increases the number of patients with kidney disease available for participating in trials quickly.

Additionally, its oncology division accelerates trials through a diverse set of expert scientific leaders across the globe and its partnerships with companies like Omico, a government-funded Australian genomic profiling registry. The company proves its ability to conduct virtual clinical trials through the DARE-19 study, i.e., dapagliflozin use for respiratory failure in COVID-19 patients, executed remotely through Protocol First. Frost & Sullivan believes George Clinical's 20% growth from 2020 to 2021 is also a testament to overcoming the pandemic strains and effectively running trials with the new, contactless normal.

With its strong focus on scientific leadership and strategic excellence, George Clinical earns Frost & Sullivan's 2021 Asia-Pacific Competitive Strategy Leadership Award in the clinical contract research organization market.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

### Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Strategy Innovation*

**Strategy Effectiveness:** Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

**Strategy Execution:** Company strategy utilizes Best Practices to support consistent and efficient processes

**Competitive Differentiation:** Solutions or products articulate and display unique competitive advantages

**Executive Team Alignment:** Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

**Stakeholder Integration:** Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. [Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

