

# Strategic partnerships to provide unique solutions

**Barc Lab** is dedicated to advancing healthcare. It does so by offering customised solutions for its clients, and it consciously chooses a partnership model that can help its clients to optimise their clinical trial process.

**P**harmaceutical and biotech companies are dealing with a paradigm shift in drug development as the industry embraces more personalised, complex and expensive cell therapies. With some therapeutics proving ineffective in as many of 75% of patients, the need for precision medicine is clear, as is the benefit of using selection biomarkers in the drug development process where success rates can triple. Consequently, companies are balancing the increased demands for unique, esoteric testing with budget restrictions and geographical coverage.

In the quest to accelerate drug discovery to market and reduce costs, the industry continues ever further with externalisation and outsourcing of drug development. Outsourcing penetration is expected to expand, as pharmaceutical and biotech companies must continue to replenish their pipeline and, hence, are incessantly looking for new sources of innovation.

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## Shift gears

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with the challenges posed by the increasingly complex clinical trial environment. Over the past decade, the industry has seen a marked shift in the mainstay of central labs' functionality by the addition of testing biomarkers next to diagnostics, always keeping an eye on the end deliverable – demonstrating the safety and efficacy of a drug or treatment.

With the era of personalised and precision medicine, Barc Lab has expanded its portfolio beyond the routine safety and efficacy parameters in order to deliver value. It is embracing this challenging shift and committing to providing a full repertoire of next-generation assays.

## Team up – bridge the gap in expertise and knowledge

The biomarker demand is so dynamic that it can feel like every week a new assay emerges, sometimes with a focus on a single biomarker. The pace of innovation is relentless and shows no sign of abating. These innovator labs need to leverage profound knowledge and therapeutic expertise to provide a refined and agile approach to managing trial complexity.

Barc Lab employs a highly flexible business model that enables external innovation through bringing in trusted partners who can address gaps in certain niches, such as next-generation sequencing and the expanding fields of omics.

Barc Lab's experience has shown that the optimal approach is to partner with a lab that can demonstrate the right expertise required instead of investing a big amount of money in infrastructure, equipment and experts. In this way, Barc Lab's clients can be confident they are getting the right science and capabilities at the right time to help drive drug

discovery and development within clinical trials.

Barc Lab is keeping pace with innovation by offering a vast and variable array of assays, including genomic and proteomic testing on a true global scale. These assays can be used from target validation to patient stratification, and drug safety profile to pharmacokinetics. More than just service provision, Barc Lab concerns itself with being a critical partner with the right experience and expertise to help navigate crucial decisions along the entire path, from discovery to market.

Barc Lab's flexible partnership model allows organisations to leverage the unique attributes of Barc Lab that are most relevant to their mission – and critically, Barc Lab always offers a personalised approach to their studies. It understands the unique requirements of its sponsors, who rely on laboratory service organisations to deliver a comprehensive trial.

There is an obvious need to accelerate drug development, leading to the search of large patient populations and, therefore, large global clinical trials. Along with the increasing trial complexity, including specialised esoteric testing, this has led Barc Lab to look for niche lab partners around the globe to meet these requirements. With decades of experience, Barc Lab sees a core competence in the effective integration of these lab partners enabling a fast turnaround time and seamless global data results, offered in a single global database, to pharmaceutical and biotech clients.

**Precision medicine requires precision laboratories**

Various advancements paved the way for development towards precision medicine, an approach that has a tremendous influence on every process in the healthcare industry, ranging from research and drug discovery, to drug development and providers, and through to patients being treated. As such, central laboratories are also affected in many ways.

The evolution towards precision medicine creates a unique opportunity



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to tap into scientific expertise and develop unique solutions.

**Move forward – leveraging the lab’s position**

In the current intersection of real-world data and patient specimens, central labs have a unique opportunity to serve as the key interpreter of data, and effectively data mine the information for finding the right patient population, therapeutic trends, expected outcomes, and trial efficiencies based on in-depth data analytics.

Barc Lab is committed to leveraging the potential of AI in transforming the data generated in clinical trials to develop new insights that will not just be beneficial, but are fundamentally required in order to move forward in this fast-pace industry.

Barc Lab, together with the Cerba HealthCare group, is working extensively to use digital technology to help identify patient populations across the world. It can give its clients access to reams of patient data, either through diagnostics or biological profile.

These AI-driven insights are data-intensive, and can increase the efficiency and reduce the costs of clinical trials through improved protocol design and targeted patient enrolment.

Future central lab expansion plans for Barc Lab's network of centres of excellence include Latin America and India, while also strengthening its

footprint in the Americas, Europe, Asia-Pacific and Africa.

**Choose the right partner – the full package deal**

Integrating day-to-day clinical diagnostic services with central lab and niche services can assist clients to leverage full operational efficiency and data management, and reduces overall protocol costs. Bundling these services gives the sponsor access to important data analytics while accessing full flexibility in developing the right assays for the right study, saving time and costs.

Giving access to a network of scientific experts in developing the right assays for the right biomarker enables the client to mitigate possible risks and hurdles that they are facing during drug discovery and development.

**Flexible and tailored solutions**

Personalised medicine asks for a personalised approach in drug development as well as in lab testing. A good central lab has the flexibility to tweak a required assay as needed, and provides the needed expertise and guidance moving forward. Barc Lab's strength is its capacity and flexibility to adjust and meet clients' specific and unique requirements. ●

**For further information**

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