



# COLLICULUS DATA RESEARCH AND ANALYTICS

...A Tiny Service Brochure



WE ARE  
HEALTHCARE  
AND  
DIGITAL  
DATA EXPERTS

# TINY ABOUT US



Colliculus is a dynamic agency that offers customized services to the **Pharma, Biotech, Life Sciences, Medical Devices, Clinical Research Organizations (CROs), and Digital sectors** worldwide



- ❖ Started with **KOL Research and Digital/ e-Publishing** as our first service
- ❖ Exclusively outstretched the support to companies in **APAC and European partner's** to bring out the value in success path
- ❖ Emerged as a **digital and strategic scientific communications partner** to bridge gap between industries and their scientific & technological need.

ONE STOP SHOP FOR ALL YOUR  
**MEDICAL/ HEALTH CARE AND DIGITAL**  
CONCERNS!



## OUR VISION

To be a global leader in Medical Communication and Clinical Data & Statistical services and make available A to Z technological requirements of the industry under one roof.

## OUR QUALITY

Quality is the religion at Colliculus and our strong timely delivery protocols are powered by expert professionals from multiple domains to provide value additions from all possible perspectives – and the outcome is quite obvious! Innovation with perfection!

**Our solutions** are always on par with the increasingly competitive market.

**Our approach** is highly personalized and client specific.

**Our customer relationship strategies** are framed by dedicated techno-counsellors and ensure that you are hand-held throughout the process.

**Our technical team** includes a spectrum of subject matter experts ranging from medical doctors, doctorates and dexterous experienced industry trained professionals.

# We are a team of




Interdisciplinary field experts in **Sciences, Business & Information Technology** and will work together as one, putting clients first, focused on finding better ways to meet their needs, demonstrating ownership through initiative, accountability, respect, trust, transparency, and collaboration.

Our experts team include **Medics, Management Professionals, Data Scientists, Designers, Developers, Technical Programmers, Researchers, Analysts, Miners, Linguistic experts, Data entry professionals and other non technical staff.**

## OUR BUSINESS MODEL

- ✓ Competitive pricing with cost reduction of 40 to 60%
- ✓ Resource availability and quick ramp-up
- ✓ Flexibility to run programs currently not budgeted or with low budgets
- ✓ Unique and proprietary methodologies consistently deliver high-quality results.
- ✓ Significant knowledge capture and learning within the dedicated offshore team



Colliculus has dedicated multi-disciplinary platform with the correct solution-based approach in meeting and exceeding client's expectations.

Colliculus is to be a preferred growth partner for customers by collaboratively transforming data through insights into smarter business decisions.

# OUR BREADTH OF SERVICE OFFERINGS



MEDICAL WRITING



SLIDECK DESIGN AND DEVELOPMENT



PHARMA-MEDICO MARKETING



KOL MANAGEMENT



EVENTS & SCIENTIFIC SYMPOSIA SUPPORT



CLINICAL DATA AND STATISTICAL SERVICES



MANUSCRIPTS & PUBLICATION SUPPORT



WEB/ MOBILE APPS DEVELOPMENT



DIGITAL OFFERINGS



MARKET RESEARCH AND ANALYTICS



LINGUISTIC AND EDITORIAL SUPPORT



OLMS/ E-LEARNING SUPPORT SERVICES





# WRITING ACTIVITIES

## Medical Journalism

- ❖ Newspaper & magazine articles

## Medical Education

- ❖ **For Physicians** – textbooks, Continued Medical Education (CME) programs, slide decks, e-learning modules
- ❖ **For Patients** – patient education material

## Medical marketing of healthcare products

- ❖ Promotional literature targeted at healthcare professionals, product monographs, brochures, handouts
- ❖ Sales force training manuals, e-learning modules
- ❖ Internet content for physicians and patients (consumers)

## Publication/Presentation

- ❖ Journal articles / manuscripts (research articles, case reports, review articles)
- ❖ Abstracts
- ❖ Posters & presentations for scientific meetings and conferences

## Research Documents

- ❖ Clinical trial protocols
- ❖ Investigators' Brochure
- ❖ Informed Consent Documents
- ❖ Study reports
- ❖ Research proposals

## Regulatory Documents

- ❖ Package Inserts (prescribing information) & Patient Information Leaflets
- ❖ Clinical study reports, web synopses
- ❖ Subject narratives
- ❖ **Regulatory submission documents** – Common Technical Document (CTD) modules such as nonclinical and clinical overviews & summaries, expert reports, safety & efficacy summaries
- ❖ **Aggregate safety reports** such as Periodic Safety Update Reports (PSURs), bridging reports, Periodic Adverse Drug Experience Reports (PADER), Annual safety reports (ASR); policy papers etc.





## SCIENTIFIC PUBLICATION SUPPORT

We are offering best and innovative scientific/ medical input materials from established medical societies and publishers to Pharma and HealthCare industries!

**International Medical Journals, Original Articles Reprints, Books** of the International Medical Publishers, Associations and Societies covering various therapy areas

### ❖ Customized Scientific/ Medical Inputs:

#### **Therapy Aspect:**

Booklet design for rational drug use and disease management.

#### **Product Monographs:**

Scientific document that describes the properties, indications and use of a drug / molecule.

#### **Newsletters:**

Highlighting latest findings related to the therapy area and future trends in the world of medicine.

#### **Year Books:**

Compilation of articles published in last 1 Year in various therapy areas or Molecules.

### ❖ CME Certifications:

Self-Assessment Programs for doctors from International Medical Associations and Societies. These programs and services are based on existing Educational Programs and / or Databases which have been developed and are owned by the most prestigious American and European Societies.



# PHARMA MEDICO MARKETING

## MEDICO MARKETING SUPPORT

- ❖ Physician contacts
- ❖ Patients Information booklets
- ❖ Objection handlers
- ❖ News letters
- ❖ Posters
- ❖ Flyers
- ❖ Brochures
- ❖ Visual Aids
- ❖ Info-graphics
- ❖ Therapy/ product website content

## SLIDECK DESIGN AND DEVELOPMENT

- ❖ Academic/ Institutional
- ❖ Product launch
- ❖ Sales Force training
- ❖ CME/ Ad Board meeting
- ❖ Conference/Symposium
- ❖ Publication full-text







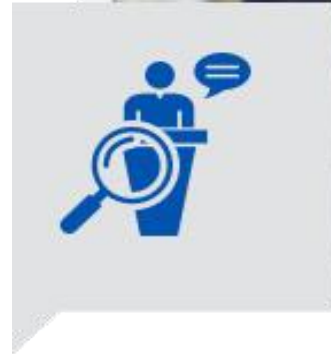
We are offering KOL services with wide range of therapeutic areas across the globe.

## KOL MANAGEMENT

- ❖ KOL Identification and Ranking
- ❖ KOL Mapping and Segmentation
- ❖ KOL Primary & Full Profiling
- ❖ KOL Database
- ❖ KOL Dashboards



# EVENTS & SCIENTIFIC SUPPORT SERVICES



## End To End Co-ordination

### Faculty/participants liaison

### Scientific Management

- ❖ Scientific Modules
- ❖ Meeting Minutes
- ❖ Executive Summary
- ❖ Post-meeting Consensus
- ❖ Transcription

### Venue Management

- ❖ Event collaterals
- ❖ AV recording
- ❖ Food and beverages
- ❖ Logistics

## Pre Conference

- ❖ First Announcement
- ❖ (Invite and Agenda)
- ❖ Scientific Program Book
- ❖ Welcome Kit
- ❖ Registration/Enrollment Form
- ❖ Course Modules
- ❖ Train the Trainer Kit

## Conference

- ❖ Speaker Kit
- ❖ Pre-Assessment Test
- ❖ Post -Assessment
- ❖ Test Standees
- ❖ Banners Backdrop

## Post Conference

- ❖ Program Evaluation Form
- ❖ Certification
- ❖ Case Summary
- ❖ Management Consensus
- ❖ E-modules for online CME





- ❖ We understand the need of CRO industries twin challenges of speed and cost in clinical drug development and regulatory submission & approvals.
- ❖ Offering excellent, value-added Clinical Regulatory Standards/Client solutions to satisfy current and future development needs.
- ❖ Our team expertise in the following therapy areas such as **Cardiology, Dermatology, Endocrinology, Gastroenterology, Oncology, Nephrology, Neurology, Neurosurgery, Obstetrics & Gynecology, Ophthalmology, Pulmonology** etc.

# CLINICAL DATA & STATISTICAL SERVICES

## Biostatistical Services

- ❖ Protocol preparation and Review
- ❖ Sample size calculation.
- ❖ Randomization schedule
- ❖ Statistical Analysis Plan (SAP)
- ❖ CDISC compliant TLF Shell Development.
- ❖ PK and Statistical Analysis
- ❖ Individual/Full CSR Statistical Analysis Report
- ❖ Support clients in meeting the challenges of CDISC compliance (Query Responses)

## Data Management

- ❖ Data Capture
- ❖ Data Review and Validation
- ❖ Discrepancy Management
- ❖ eCRF Design.
- ❖ Data Validation Specifications
- ❖ Data Reconciliation
- ❖ DB Lock

## Statistical Programming

- ❖ Patient Profiles.
- ❖ SDTM/SEND
- ❖ ADaM
- ❖ Tables/Listings/Figures.
- ❖ P21 Validation Reports
- ❖ Protocol Deviations
- ❖ Define packages

## Our infrastructure includes

- ❖ SAS v9.4 Analytics PRO with additional Clinical SAS Tool Kit Server License WinNonlin 8.3.5 Version
- ❖ In-house server (HPML10) with disaster management
- ❖ Full incremental 3 backups for a day to prevent data loss Third party validated systems (HP 280 G3 MT- Intel(R) Core™ i5-7500)
- ❖ VPN protected network for data security
- ❖ 24/7 surveillance available
- ❖ Biometric access





# DIGITAL OFFERINGS

- ❖ Animated Narrative Vignettes
- ❖ Digital Asset Management System
- ❖ Product / Therapy websites
- ❖ Hospital / Doctor Websites Webcasts
- ❖ E-learning modules 3D/2D MOA films
- ❖ Product launch videos
- ❖ Web/ Mobile Applications
- ❖ Medical Case Player
- ❖ White board animation
- ❖ Articulate Works



# PHARMA MARKET/ BUSINESS RESEARCH AND ANALYTICS



- ❖ Market Size and Growth Analysis
- ❖ Vendor Analysis
- ❖ SWOT Analysis
- ❖ Competitive Landscape Analysis
- ❖ Regulatory Landscape Analysis
- ❖ Offshoring Analysis
- ❖ Offshoring Vendor Analysis
- ❖ Location Analysis
- ❖ Talent Pool Analysis
- ❖ Installed Base Analysis
- ❖ Market Entry Analysis
- ❖ Surveys



# LINGUISTIC SUPPORT SERVICES



**Transcription | Translation | Interpretations | Voice Over**

## **We support services to**

Academic educational institutes, universities, medical, clinical, hospitals and other local entities.

## **We specialized in**

Medical Presentations, Clinical trials, Regulatory submissions, Marketing documents, promotional materials etc.



# DIGITIZATION/ DIGITAL PUBLISHING/ ELECTRONIC SUPPORT SERVICES



XML  
XHTML  
e-Pub 2.0 & 3.0  
.mobi  
Kindle  
E-Books  
OCR  
Audio Books

Digital Development: e-Books | e-Journals | e-Magazines

Digital Conversion and Product Development

Digitization and Digital Data Processing



# FEW OF OUR RECENT CASE STUDIES



## Clinical Data and Statistical Reporting

- [BA/BE Study for a Generic Antihypertensive Drug.](#) ↓
- [FDA Submission-Ready SEND Datasets for a Non-Clinical Toxicology Study.](#) ↓
- [End-to-End Data Management for a Phase 1 Dermatology Clinical Trial.](#) ↓
- [End-to-End Data Management for Phase 1–3 Pulmonology Clinical Trials.](#) ↓
- [Remote Clinical Data Management Using MEDRIO EDC for a Phase 2 Trial.](#) ↓

## KOL Management

- [KOL Identification, Ranking, Profiling and Database Designing.](#) ↓
- [Identification and Engagement of KOL for Presentation in the International Symposium](#) ↓

## Medical | HealthCare Communications

- [Scientific Slideck Development on a Class of Drugs against Heart Diseases for Internal MSL's training.](#) ↓
- [Medical Slideck Development on Medical Pack to Launch Drug in the International Market.](#) ↓

## Pharma Market | Business Research and Analytics

- [Mapping the Installed base of Diagnostic Devices in Multiple Geographies for Medical Devices Company.](#) ↓
- [Market Size Analysis of Type 2 Diabetes in the Key South East Asian Markets.](#) ↓
- [Assessment of Existing and Probable Challenges in Drug Market.](#) ↓

## OLMS | e-Learning Management

- [Medical e-Learning Modules Design and Development for Healthcare Professionals.](#) ↓

## Linguistic Support Services

- [Localization of Clinical Support Databases Healthcare IT Support Company.](#) ↓
- [Translation of Scientific Presentation Slideck into Different Languages for Healthcare Company.](#) ↓

## Digitization and Digital Support Services

- [Digitization of Patient's Medical Records for Healthcare Service Providing Company.](#) ↓
- [Digitization of Over 2,00,000 Physical Copies and Exact Reproduction into Soft Copies.](#) ↓
- [Digital Conversion of Scanned Image Books into XML, .e-PUB 2.0, .e-PUB 3.0 and .Mobi format.](#) ↓
- [Data Entry Support for Medical Insurance Company.](#) ↓
- [Data Extraction of Customer Invoices for Online Survey Company.](#) ↓



# LET'S CONNECT !

Have a  
Question for us ?

Are you looking for  
Any Service Assistance/ Collaboration/ Trustworthy  
Outsourcing Partner/ Vendor Support ?

Want to discuss on your  
ongoing Project/ Process Challenges/ Pain Points/ Unmet  
Needs ?

Want to discuss on your  
upcoming Project/ Process Requirement ?

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## CONTACT US

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Connect with us on:



**WE WOULD LOVE TO HEAR FROM YOU !**  
**THANK YOU !!**