

CMIC Holdings Co., Ltd. Recognized as the

2021

Company of the Year

Japan Contract Research

Organization Industry

Excellence in Best Practices



CMIC

Pharmaceutical Value Creator

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. CMIC excels in many of the criteria in the Japan contract research organization space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

A Safe Alternative to In-person Clinical Trials during a Pandemic

“Frost & Sullivan believes CMIC’s DCT strategy addresses the market’s needs, allowing continued medical advances despite global paralyzing events like the COVID-19 pandemic.”

- Azza Fazar, Best Practices Research Analyst

Japanese pharmaceutical companies have gone from developing and manufacturing drugs in-house to optimizing development costs by outsourcing some of these functions. As a result, outsourcing is becoming increasingly common among Japanese pharmaceutical companies, especially research and development and sales functions. CMIC is one of the leading contract research organizations (CROs) within the Japanese market. The company stands out among other key market players through its market offerings, deploying new technologies for product development, incorporating innovative solutions for the healthcare industry, and, ultimately, creating value to improve patients’ livelihood.

After the COVID-19 pandemic’s first wave attenuation in December 2020, CMIC realized the dire need to develop a solution to ensure proper clinical trial continuation due to a foreseeably impactful second infection wave. Consequently, the company focused on implementing measures to avoid business disruption, with targeted efforts to improve the clinical trial delivery system.

The pandemic acted as a starting point for CMIC to introduce its decentralized clinical trials (DCTs) initiative. DCTs do not make it mandatory for subjects to visit medical facilities, hence reducing virus

spread risk while still safeguarding trial participation.

Through its DCT offering, the company allows for rapid patient recruitment and retention, ensures a continuous healthcare data influx, and connects various stakeholders. Likewise, direct data capturing (DDC) within DCTs addressed customers' unmet needs. DDC will pave the way for enhanced process efficiency, diminishing the long hours spent by data managers to check the data accuracy at hand.

Frost & Sullivan believes CMIC's DCT strategy addresses the market's needs, allowing continued medical advances despite global paralyzing events like the COVID-19 pandemic.

Digital Therapeutics for Optimum Performance

CMIC is taking steps towards offering one-stop digital therapeutics (DTx) development services. Through its strategic partnership with SUSMED, Inc. (SUSMED), the company caters to its pharmaceutical and biotechnology customers' needs throughout application development to post-launch support. In addition, the resulting solution enables integrated contract services for developing DTx applications and ensuing tests in clinical trials. Moreover, the two companies continuously co-develop additional services to facilitate a single, unified service platform, including post-market patient and healthcare provider support, distribution, quality control systems, data security management, and funding support. This partnership will inevitably help advance Japanese DTx market growth.

CMIC's thriving market journey results from the potential for growth of its offerings, DCTs, and DTx therapies. The company can provide product development at any DCT phase in collaboration with stakeholders. As for the Japanese DTx market, which is still in its nascent stage, market growth will increase rapidly when pharmaceutical companies establish the required synergies with their drugs. It is essential to determine the case use indication and purpose, considering if DTx works better in combination with a drug or a single app for optimum patient outcomes.

CMIC's DCTs go beyond Japan. The company offers these services on a broader scale within Asia-Pacific (APAC). It strives to ensure that all services are consistent across APAC countries and have the same platform and quality. The company engages in building close communication with its sponsors, clinical sites, and patients irrespective of the region to enable quality DCT delivery consistently. CMIC's key offerings and strategies will impact its market potential substantially.

Prompt Process without Compromising Accuracy and Efficiency

"Additionally, CMIC's telemedicine capabilities increased project inquiries and discussions beyond pharmaceutical customers to include medical device participants."

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

CMIC's solutions create stiff barriers for the competition to penetrate, building a leadership position in the APAC region. It offers complete, functional DTx services for early phase clinical trials to specific sites and vendors powered by its concept "Less is More," meaning solution processes are seamless, errorless, and paperless. Moreover, the company reports reducing site initiation times by about 50%, guaranteeing no human and transferring error while also reducing travel costs for subjects, a unique competitive advantage.

CMIC provides support spanning the early and late phases of product development to maximize the value added to the product through its lifecycle, a key differentiating factor for end-users.

Leading from the Front

CMIC demonstrated efforts in creating demand in an uncontested market, considering other CROs in Japan have yet to show similar progress in supporting clinical trials with DTx services.

The company's robust patient recruitment strategies through stakeholder partnership channels, e.g., pharmacies, prescription receipt processing companies, medical check-up firms, and nursing care specialists, position it for success and reflect its growing leadership. Also, the company quickly identifies eligible patient pools via medical and prescription claims, prescription and diagnosis recordings, and clinical studies' site feasibility assessments. Moreover, CMIC supports seamless clinical trial processes through patient awareness and education following informed consent guidelines and deploying user-friendly, fully connected devices.

Frost & Sullivan believes that the company's proven knowledge in conducting clinical trials for DTx will accelerate the pharmaceutical industry's digital transformation in the next five years.

CMIC joined the Decentralized Trial & Research Association leadership council to retain its competitive market advantage, aligning its strategy's execution to global standards. The company learns from the current DCTs market in the United States and applies the gained knowledge to its region. Furthermore, the council allows CMIC to leverage new connections, collaborating with members on projects related to digital health technologies. The company generates feasible plans to integrate DCTs with local regulations, thus amplifying its position as one of the largest CROs in the APAC region.

Best Customer Value with Products Developed Based on Thorough Knowledge

CMIC's sterling reputation stems from creating the best value available for their customers. Its "Pharmaceutical Value Creator" business model leverages data from its various business units, anticipating pharmaceutical market trends to offer value-added services and deliver a superior customer experience. The company carefully crafts each solution to adhere to local requirements, accelerating clinical development. Thus, customers access value-added services developed on thorough knowledge.

Additionally, CMIC's telemedicine capabilities increased project inquiries and discussions beyond pharmaceutical customers to include medical device participants.

The company has successfully created a strong market presence, keen on leveraging its solution for product development across markets. CMIC makes its unique offerings known to key customers while leveraging its expertise to create the best customer value.

Excellent Customer Services and Support Ensure Execution Success

Although recently introduced (November 2020), CMIC's DTx services have already earned positive feedback from clients. All stakeholders involved in clinical trials incorporating DTx install an application on their mobile devices, facilitating pharmaceutical product prescription. The greatest challenge in conducting these trials is educating and engaging the patients to use the technologies. That said, the

company ensures that site staff is readily available to assist participants requiring aid, making the clinical trial process a smooth one.

Also, determining the need to conduct a placebo study and developing appropriate apps is tricky in DTx clinical trials. Combining their strong call center network, conducting surveys at medical institutes, and SUSMED's expertise in DTx solution development positions CMIC to support sham app development for double-blinded DTx studies. It already has workflows set up to help patients install the application and provides step-by-step instructions on using it throughout the study. In addition, CMIC prioritizes its clients' and patients' wellbeing and satisfaction on par with its solutions' performance and quality emphasis, a critical approach for gaining market share and sustaining leadership over the long haul.

Conclusion

CMIC is a seasoned Japanese clinical research organization (CRO) that has successfully established a strong presence in the Asia-Pacific region and globally. Through its revolutionary solutions, decentralized clinical trials, and digital therapeutics development offerings, the company provides best-in-class service owing to its deep industry knowledge and expertise. Frost & Sullivan also commends CMIC for their well-thought-out growth strategies, deduced through experience and learned and subsequently applied from their CRO counterparts worldwide, strengthening its industry leadership.

With its strong overall performance, CMIC earns Frost & Sullivan's 2021 Japan Company of the Year Award in the contract research organization market.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first to market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

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

