

*PT. Prodia Diacro Laboratories
Recognized for*

2021

Customer Value Leadership

Indonesia CRO Industry
Excellence in Best Practices



Prodia the CRO
YOUR RELIABLE PARTNER IN CLINICAL STUDIES

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. PT. Prodia Diacro Laboratories excels in many of the criteria in the contract research organization space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Prodia the CRO: A Center for Clinical Trials Excellence

The Asia-Pacific (APAC) contract research organization (CRO) industry continues to increase its annual growth rate. Rising disease incidences, increasing healthcare costs, and a growing CRO dependence to improve efficiency and productivity drive the industry. Averting the risk of clinical trial failure, APAC-based pharmaceutical and biopharmaceutical companies are turning to CRO's for research and development (R&D) outsourcing. The APAC CRO market continues to grow parallel to the pharmaceutical sector's advances, with oncology, metabolic disorders, and cardiovascular disorders as leading clinical segments.

The increasing need for adaptive trial designs results in more outsourcing penetration to CROs. Furthermore, the expansion of personalized medicine, cell gene therapies, and biomarker assay complexities, shifts the industry's financial growth trajectory as a whole. However, the shortage of a skilled workforce with knowledge of the dynamic regulatory requirements to support trials involving such complex therapies hinders the industry's growth potential.

The cost of conducting clinical trials in countries like Indonesia is almost half as much as in Western countries. Hence, the Indonesian CRO space sees much advancement in carrying out clinical trials within the land and regionally.

PT. Prodia Diacro Laboratories (Prodia the CRO), a seasoned Indonesia-based CRO since its establishment in 2008, grasps this opportunity and becomes a force within the Indonesia CRO industry.

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- Azza Fazar, Best Practices Research Associate

In 2020, Frost & Sullivan recognized Prodia the CRO for its commitment to establishing meaningful partnerships and increasing its customer value offerings. For the 2nd consecutive year in 2021, Frost & Sullivan acknowledges the company’s emphasis on becoming a one stop CRO service provider for clients within and beyond Indonesia.

Most CROs in the APAC market offer a limited range of services. Prodia the CRO offers comprehensive GCP, ISO 9001 and ISO 15189 (for Central Lab, managed by Prodia Clinical

Laboratory) - compliant clinical trial support and services backed by over ten years of clinical trials expertise. Its one-stop solution for pharmaceutical and biopharmaceutical clients provides a distinct value proposition regionally.¹ Its central laboratory, established in 1997, supports clinical trial projects from data collection to specimen analysis and kit preparation.

Prodia’s central laboratory is the only clinical laboratory in Indonesia accredited by the College of American Pathologists. The laboratory follows stringent internal and external quality control procedures performed by its technical quality assurance unit and under Royal College of Pathologists of Australasia programs with the Indonesian government’s health department. Frost & Sullivan opines that Prodia the CRO’s commitment to global certification of excellence and quality control measures enables it to intensify its market participation in international clinical trials.

Prodia the CRO Site Management: The Essence of Every Certified Clinical Trial

Prodia the CRO has Good Clinical Practice (GCP)-certified clinical trial experience across various therapeutic areas, namely cardiology, nutrition, endocrinology, oncology, infectious disease, rheumatology, etc. Its success in each therapeutic area relies on the management systems set in place, specifically site management, enabling effective and efficient clinical trial project execution. Additionally, its site management organization (SMO) division ensures clinical trials’ compliance to protocols, GCP guidelines, and other regulatory measures.

Prodia the CRO’s SMO division works towards establishing a centralized unit. The division handles the trial’s site set-up (hospital, clinic, a place within the community) for good infrastructure, facilitating clinical trials, and ultimately protecting subjects’ rights, safety, and wellbeing. It supports the site by supervising the establishment of research infrastructure according to Joint Committee International and Hospital Accreditation Committee requirements. The division also spearheads setting up the system, manuals, and guidelines that support trial execution, all vital in the technical preparation for clinical trials with reduced paperwork. Preparing guidelines in-house plays a role in withholding subjects’ rights, safety, and wellbeing and guaranteeing the reliability of clinical data produced.

The company recognizes that competent and committed staff is the backbone of every successful trial project and is also a requirement per GCP guidelines. Hence, its SMO division measures the qualifications of every research personnel based on education, training, and experience. It also provides GCP training services in collaboration with The Indonesian Association for The Study of Medicinals,

¹ [Quintiles and Prodia Partner to Provide Central Lab Testing Solution in Indonesia](#), Business Wire, November 2011.

which aims to increase the qualification of site research personnel. The study's Principal Investigator persistently supervises all study personnel, ensuring empowerment, communication, transparency, and teamwork. The division also oversees and audits collaborated sites for quality improvement and assurance of clinical trial conduct.

Prodia the CRO's solutions prove to address the issue of regulatory delays, which can defer the release of new drugs by two years, a common setback faced by those in the industry. It also prioritizes suitable site management protocols to ensure human subjects' protection and data reliability, and Frost & Sullivan commends its quality and patient safety efforts.

Success amid COVID-19

It adapts to the current demanding times and successfully delivers clinical trial support of the finest quality in the shortest time. Frost & Sullivan recognizes Prodia the CRO for its ability to identify and address client and trial needs and adapt well to changing market demands."

- Azza Fazar, Best Practices Research Associate

According to Prodia the CRO, the COVID-19 pandemic made the Indonesia CRO industry more demanding. The company faces challenges in volume and speed as more pharmaceutical companies aim to take advantage of the opportunities brought by the pandemic with numerous COVID-19 clinical trials. It adapts to the current demanding times and successfully delivers clinical trial support of the finest quality in the shortest time. Frost & Sullivan recognizes Prodia the CRO for its ability to identify and address client and trial needs and adapt well to changing market demands.

Besides its aforementioned SMO services, the company's unique customer product clinical assessment and central lab services assist in implementing trials efficiently and effectively amidst the pandemic. Thus, its business continues growing. Prodia the CRO's reported 2021 revenues to date exceed its 2020 average revenues. The company attributes this success to the increasing number of its executed clinical trial projects in the past year with turnover values that surpassed pre-pandemic project values. Prodia the CRO foresees that its post-pandemic performance will increase as Indonesia is an optimal destination for clinical trials. Moreover, the pandemic caused Indonesia to be known as a high-potential clinical trial destination as its population is diverse.

Conclusion

PT. Prodia Diacro Laboratories (Prodia the CRO) is a contract research organization (CRO) based in Indonesia with a track record dating from 1973. The Indonesia CRO space has grown over the years, and Prodia the CRO takes advantage of this opportunity. The company gained Frost & Sullivan's recognition under the same category in 2020 for establishing strategic partnerships which expand its offerings and increase customer value. In 2021, Frost & Sullivan recognizes Prodia the CRO's commitment towards building a one-stop destination for all CRO client needs within and beyond Indonesia. The company assures all clients that every clinical trial project is on track, thus eliminating the notorious challenge of delaying new drug releases by at least two years. Frost & Sullivan commends Prodia the CRO for successfully identifying industry challenges and directly tackling them.

With its strong overall performance, PT. Prodia Diacro Laboratories earns Frost & Sullivan's 2021 Indonesia Customer Value Leadership Award in the contract research organization industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

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

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

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

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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 6 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)

