



OUR MISSION

OUR VISION



medONE
Pharma Solutions



medONE, a division of Media Option Private Limited has been in continuous operation for over 6 years. We are proud to provide clients in the pharmaceutical industry with in-house clinical data management, Medical / Scientific information , medical writing and other support services. **medONE** provides clear data management and writing services that convey apparent information to your targeted audience and make your medical/drug related services stand out.

Our mission is to be a company of first choice as a total solution provider and an organization to work with – for all your clinical data management and medical writing requirements by transforming ideas and dreams into viable and creative solutions by leveraging strength of and by nurturing and harnessing the skills of a well trained, motivated and committed team of professionals.

medONE is professionally-owned and operated, and consists of data management professionals, medical writers, editors, statisticians, data managers, illustrators, and project managers. Our well-trained staff conforms to rigorous international industry standards.

Total quality management and time bound execution is our forte.

At **medONE**, we understand that convergence is the critical success factor in pharmaceutical industry. Information technology, clinical processes, advanced medical preparedness and business processes are the four basic driving forces that converge in the pharmaceutical industry, and **medONE** does exactly that.

THE COMPANY

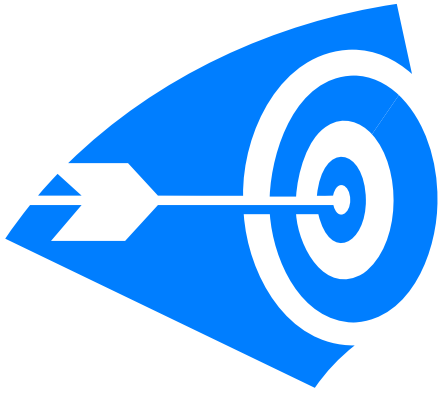


Being an effective Medical Support Services organization, **medONE** offers host of services to our clients for effective contribution to their work environment.

- *Clinical Data Management - That Makes Data Meaningful*
- *Statistics (Biostatistics)*
- *Medical Information Services – Evidence based Medical & scientific Information*
- *Medical Writing*
- *Medical Documentation*
- *Digitization & Archiving*

medONE is a reliable source for innovative solution services , we also offers customization and adaptation of services for customer with special need. Our commitment to quality control and validation procedures have one of the highest accuracy rates in the industry.

SERVICES



The goal is always the same: Generation of a clean, fully integrated scientific database, ready for statistical analysis. Before we even begin to capture data, we focus on the questions that need to be answered and the goals that need to be achieved. That way we know up-front what data to collect and how to organize it during the collection process.

Then we choose the most appropriate technology to capture and store the data with optimal speed and quality, for a clean, clear database demanded by biostatisticians and their computers. From the initial handling of case report forms to completion of the database, our standard operating procedures assure a degree of worldwide consistency, completeness and accuracy.

And that's what makes the difference between a confusion of numbers and a clear interpretation of outcomes.

DATA MANAGEMENT THAT MAKES DATA MEANINGFUL

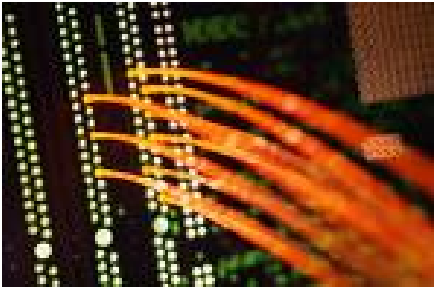


medONE has developed a preempted method of dealing with clinical data and cross-checking that allows us to achieve our industry-leading speed of data analysis. The process for projects begins with the preparation of a Project management plan covering in detail the project organization, the project and work plan.

Supported by our leading-edge data management systems and integrated SOPs, our CDM staff can fulfill unique project requirements, such as:

- Quick database set-up
- Sponsor-defined CRF and DCF management rules
- Customized query wording for clarity and conciseness
- Accelerated query management
- Unscheduled data reviews
- Study timeline changes
- Changes to Protocol, CRF Template and project specifications

DATA MANAGEMENT METHODOLOGY



The following is a summary of our data management services and procedures:

Data Management Plan

Project-specific data management standards and SOPs

Database Design

- Database definition
- Database security
- Data entry screens

Data Validation Plan

- Initial programming and query wording
- Testing and locking data validation plan
- Periodic re-testing

Data Entry (paper)

- Ongoing data entry from CRF – single or double entry
- Data entry cleaning

Medical/Science Review

- Review of marginal notes on CRF and Data Alerts
- Evaluating medical and scientific consistency of data

Data Validation and Query Management

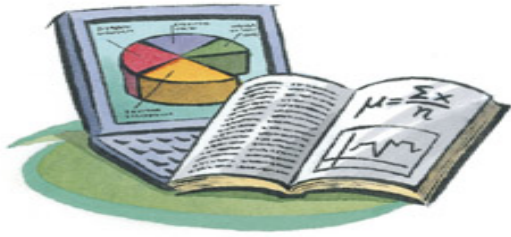
- Periodic validation of CRF data
- Flexible query routing
- Accommodating 3rd party queries
- Query and resolution management over the Internet

Database Lock and Audit

Database Documentation & Release

- Database transfer in Sponsor defined formats

DATA MANAGEMENT SERVICE & PROCEDURE



Our statistical services are provided by a department of experienced statisticians at **medONE**. Our statisticians are skilled in the design and analysis of clinical trials with varying designs such as parallel group, cross-over and Bayesian designs, pharmacokinetic/ pharmacodynamic evaluations, therapeutic equivalence testing and sequential designs.

Our statistical services include:

- Study design and analysis planning
- Central randomization
- Complete final analyses
- Unscheduled interim analyses
- Post-hoc and exploratory analyses
- Statistical consulting.

The statistical services of **medONE**, are validated and comply with international standards.

STATISTICS (BIostatISTICS)



In our endeavor to provide our clients with services under one roof, we have created separate division exclusively for Medical Information Services.

Healthcare professionals/ Physicians often encountered new clinical questions in the Practice and frequently require new medical information to help them practice evidence-based medicine. Physicians/ Doctors need resources to obtain information quickly and easy access to evidence for clinical decisions while they care for patients.

- With a high premium being placed on knowledge, the busy practitioner is always in need to keep abreast with the latest happenings in medicine. Making evidence quickly available to busy clinicians with results in formats that shows outcomes and bottom-line conclusions, helps clinicians in patient diagnosis and care at the point of need. With our clinician-friendly information resources, latest techniques and information in format that can be readily applied in a clinical environment, real-time evidence-based medicine is increasingly feasible

At **medONE**, our goal is to help corporate provide healthcare professionals, academic, medical, and corporate professionals seeking fast, accurate answers to important questions that help to fuel discoveries, explore topics, or research new theories with timely, efficient and precise access to the latest medical research.

This division is equipped with subscription to medical databases like Ovid Medline, Micro-medex etc. plus latest in technology (computers, Broad band connections, High speed printer etc.). This has reduced turn around time for answering a medical query, which could be related to any therapeutic area, to 48hrs.

MEDICAL INFORMATION SERVICES



medONE Medical writing services use the talent and skills of degreed writers who are experienced in generating creative and informative content for science, medicine, business, and more. Our medical writers have many years of experience in the development of medical science materials for hospitals, corporate and professional organizations.

Our team of writer is highly skilled in interpreting complex medical and clinical trial data, to help them generate concise, accurate, and objective interpretations.

Each project is assigned to a writer whose qualifications match the subject matter most. We employ a two-phase independent review process, each document is reviewed for scientific information it contains and language review by a qualified copy editor.

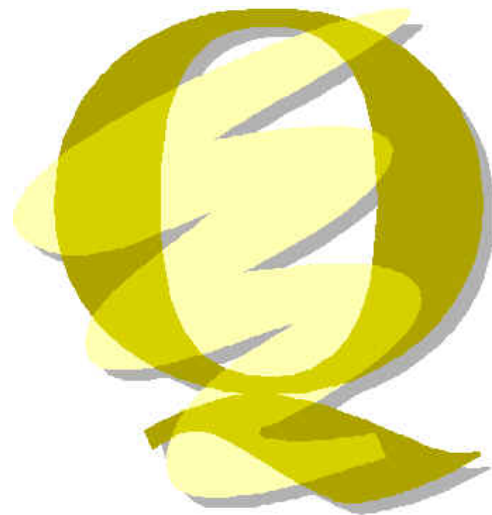
The service we provide will ensure that your product messages and marketing messages are consistent, remembered and clearly written in the language of your target market. We can provide your data in formats suitable for a presentation at scientific meetings, in peer review journals or for inclusion in regulatory submissions

Teamwork and quality services are two of our benchmarks for success. Our Medical Writing service comes with a guarantee – for quality, timely delivery, and technical compliance– each time.

MEDICAL WRITING



- @ Quality control and quality assurance are integral to medONE systems
- @ medONE is committed to high quality in all its undertakings
- @ Every project undertaken operates within closely monitored guidelines
- @ Yet we recognizes there is always room to evolve and improve both its service and commitment to clients



QUALITY MANAGEMENT

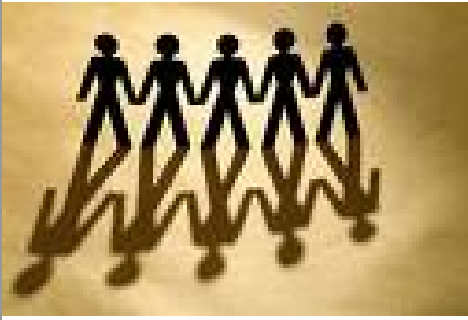


- € Work as a integral member of the client team
- € Respect and abide by the cultural and organizational ethos of clients.
- € Understand client requirements and follow agreed delivery quality standards.
- € Methodical and structured approach.
- € Provide constructive suggestions to the clients to consider for managing the process more efficiently

medONE strives for business excellence through knowledge and understanding. By offering employees a working environment that creates opportunity, encourages creativity and rewards achievement - a crucial foundation in the delivery of that business excellence for clients.



WORK CULTURE



- @ *Experience of more than 100 phase IV and 20 phase III trials*
- @ *Ability to customize process, based on clients needs*
- @ *Team of consultants biostatistician with experience of over 15 years*
- @ *Online Access to latest medical information*
- @ *Team of experienced medical writers*
- @ *Strict system to guarantee client confidentiality*
- @ *Competitive pricing*



STRENGTH & CAPABILITIES



**Contact
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