Our web survey research support tool **eXcileSR/CR** addresses client's needs uniquely. At the core of the Heptronik's product offerings is its proprietary database information, providing insight on why physicians prescribe products. Unlike other products, **eXcileSR/CR** through its unique metrics tracks the physician information consistently across the major pharmaceutical markets.

eXcileSR/CR integrates client's proprietary data with demographic and behavioral data sets to perform sophisticated analysis to calibrate customers buying behavior. This enables eXicleSR to empower the clients to forecast the consequences of changing market trend and the required actions to accentuate or blunt the trend.

By leveraging the power of database **eXcileSR/CR** enables its clients to maximize their position in the marketplace prior to launch and also to maximize the impact of promotion in post launch market.

eXcileCR in Clinical trials

Clinical trial provides unique challenging environment for technology solution provider. Effective mastery requires a high level of domain knowledge, along with a thorough understanding of extensive regulatory implications.

There are around 8000 clinical trials conducted annually. The Heptronik approach towards clinical trials is based on two important aspects:

- Process driven integration to ensure the efficiency and effectiveness of clinical trial operations
- A balance between centralized command and control; and the extension of value to all stakeholders in the clinical trials

While many data offerings exist to meet client's needs, Heptronik's eXcileCR is distinctive in synthesizing the data into a common language that amalgamates the marketing, sales, and general management teams of its clients. This allows pharmaceuticals companies to concentrate on the core activity of new drug development and clinical trials.

Clients are often times rich in data but very poor in shared conclusions, and this can result in disconnected implementation strategies and some times, a perpetuation of the age-old sales vs. marketing disconnect. By providing common metrics that are analyzed and presented in a view relevant to each function, eXcileCR can help to unify the energies of a client team and enable execution that is better aligned across the organization.

Need for eXcileCR

Majority of the market research or clinical trials information is performed on paper survey questionnaire form (SQF) or in case report form (CRF), generated by independent researchers/investigators. After about 20 years, it is estimated that still less than 15% of market research/clinical trials are conducted using electronic data capture (EDC) solutions. This dependence on manual paper–based procedures and in-house developed software applications created an additional step and a barrier to integration from outside the pharmaceutical and bio-technology enterprise – equally significant to internal organizational barriers.

Hence, the situation demands a software application with effective and secures mode of data transportations, information sharing, and collaboration.

More generic product means more competition in off patent market that in turn causes more low-price products which consequently leads to development of more resources for innovative products. More innovative products to be generated mean early identification for candidate for drug research.

Therefore, the issues mentioned above puts a great importance for quick turnaround of the studies, to prudently use the financial and human resources without repeating to do the same things again and again.

Concept of eXcileCR

The notion behind **eXcileCR** is to synchronize clinical trial process and increase automation across islands of information, providing systemic improvements to R & D process.

eXcileCR provides a cross - functional, holistic process approach to leverage in-depth domain knowledge for market research/clinical information mapping in the following areas:

- SQF/CRF design & development
- Market research /clinical database design implementation
- Database cleanup (DCFs)
- Medical dictionary coding
- SAE reconciliation
- Statistical Programming
- Design, review and execution.
- Graphs, data listings, summary tables
- Metadata analysis

eXcileSR

High quality information/data is the heart & soul of any survey/study. However, collecting data about customers, products, and services can often be time consuming and expensive. Survey Builder can help you gather the data you need in a fast, accurate, and cost-effective manner. Whether you're surveying 10,000 of target population or conducting market research to identify new product opportunities; or gathering feedback about your web site, Survey Builder allows you to do it easily, efficiently, quickly and professionally.

A great looking web-enabled questionnaire can be prepared quickly and easily with one-button click to deploy the Survey Builder. It enables you to collect data and intelligence though email, web, telephone

interview and more. The back-end engine of Survey Builder Business Intelligence takes care of the rest. It doesn't require any coding or waiting period for results. Results including frequency, mean, median, mode and t-test & chi-square can be viewed 24/7 hrs with down load capabilities (CSV, Excel, PDF format) and print functionality.

Characteristic features of eXcileSR

- View results 24/7 hrs
- Multi-model presentation of results including frequency, mean, median, mode and t-test & chi-square
- Each question in the questionnaire can be charted
- Bar, pie and line charts can be displayed
- Raw data is displayed for each question
- Cross tabulation of questions
- Down load capabilities in CSV, Excel, PDF format
- Print functionality

Advantages of eXcileSR/CR

eXicleSR/CR, as a universal research software model approach and technology can help market research or clinical trial operations management companies to:

- Increase ROI (return On Investment)
- Harvest market research/clinical data to improve decision-making, early access to the information.
- Monitor trends in promotional impact market research and safety, efficacy of new compounds in clinical trails
- Distribution real-time information and educate all concern stakeholders, participants utilizing a customized web-portal
- Establish global standards for conducting research and exchanging information.

Product Description and Applications

Use of the Heptronik WEB SR/CR More intuitive user interface makes your design easier and faster. The tree structure of (ExcileSR/CR) questionnaire objects is needed, especially for handling complex question types such as group choice and matrix questions.

While navigating through each survey builder object, its properties should be automatically displayed in the Property Pane for visual editing. The salient features include:

- New question types
- Matrix question type has to be added, which allows combining two or more simple questions into any complex question type
- Date input question with automatic validation
- Email input with automatic validation
- New spelling check capability for a large number of languages.

- New object properties editor to allow you to quickly change any object property without having to show the dialog box
- Multiple survey forms can be opened and edited at the same time
- Faster, better automatic preview of HTML forms during questionnaire design
- Easier template building
- Randomizing the questions based on certain criteria in a questionnaire
- Randomizing the sections in a questionnaire
- Randomizing the responses within a question
- Matrix question (randomizing vertically and horizontally)

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