



SYNEOS HEALTH COMMERCIAL K.K.

Company Description

Syneos Health® is an end-to-end, fully integrated biopharmaceutical solutions company that works differently. At Syneos Health, all the disciplines involved in bringing new therapies to market, from clinical to commercial, work together to create customer success. Our unique Biopharmaceutical Acceleration Model® delivers value across the small to mid-size to large customer continuum.

Biopharmaceutical Acceleration Model

The business model that sets Syneos Health® apart from all the rest. Syneos Health is the only company in the biopharmaceutical services industry purpose-built to create greater success for our customers. At Syneos Health, clinical and commercial live under the same roof and constantly share real world knowledge and insights that lead to getting the job done better, smarter and faster. We call this new way of collaborative working the Biopharmaceutical Acceleration Model or BAM.

Our Solutions

Working in partnership with highly innovative companies, Syneos Health® brings business insight to science and scientific rigor to business. Our unique business model, combining a global Clinical Research Organization with a global Contract Commercial Organization, helps our customers improve performance, reduce risk and speed much-needed therapies to patients worldwide.

- **Clinical Development**

We certainly don't have to tell you that every customer has unique clinical development needs. Our fit-for-purpose CRO solutions are tailored to your product and requirements. Whatever your needs, we can adopt new processes and technologies, diverse therapeutic expertise and access to commercial insights that can facilitate shorter and more efficient trials designed to improve the likelihood of regulatory and commercial success. Our strong site relationship work has been recognized industry-wide, being voted "Top CRO to Work With" among top 10 global CROs in 2013, 2015 and 2017 through the CenterWatch Global Investigative Site Survey and winner of the 2017 Society for Clinical Research Sites Eagle award is something we're extremely proud of.

- **Commercialization**

At Syneos Health®, we are able to improve brand performance by leveraging data and insights, accumulated best practices and deep access to therapeutic expertise. Serving customers of all sizes, our CCO (Contract Commercial Organization) capabilities are the broadest and most robust in the industry delivering flexible, targeted, multi-channel programs designed to produce a higher likelihood of launch success. At the same time, our commercial and market insights along with proprietary data access can improve clinical trial design and accelerate patient recruitment. It's a powerful platform for the modern biopharmaceutical world.

- **Consulting**

Organizational transformation and holistic solutions. Growth-oriented portfolios and profitable assets. Speed to market. Getting you where you need to go is what we do. Built on the combination of Campbell Alliance and Kinapse, Syneos Health Consulting is a leading management consulting firm specializing in the life sciences industry. We provide deep subject matter expertise over the entire lifecycle of an organization, portfolio or asset and our unique ability to leverage end-to-end capabilities and global functional and therapeutic experts results in highly customized solutions. Deep pre- and post-launch expertise generates strategic insights that yield implementation-focused recommendations designed to reduce risk, speed time to market and increase overall asset and portfolio value. Beyond developing high-value strategic plans, Syneos Health Consulting delivers useable, practical solutions engaging your team in portfolio and product strategy, organizational design and implementation. We view ourselves as transformation agents addressing some of the industry's most pressing problems. Getting you where you need to go is what we do.

Company Details

Head Office

United States

Main Business

バイオ医薬品サービス業界へのクリニカル事業とコマーシャル事業

President

Alistair Macdonald

URL

<https://jp.syneoshealth.com/>

Offices

Main Office

5F, Urban net Nihonbashi 2-chome building,

2-1-3, Nihonbashi,, Chuo-ku

Tokyo, Japan, 1030027
