

Atlantic Research Group Staunton, Va.

An interview with Paul Bishop, managing partner, and Lyle Camblos, managing partner

Why did you found Atlantic Research Group (ARG)?

PB: ARG was founded to provide small and mid-sized biotech and pharmaceutical companies with a higher level of quality clinical trial management services. We found that there was a niche for a small, flexible committed organization like ARG to serve small biopharma companies. We believe that every company, whether they're large or small, that has promising, potentially life-enhancing product deserves the best possible chance to put their compounds to the test.

What else differentiates ARG from other CROs?

PB: The biggest differentiating factor is the combination of our high quality clinical services with the technology advantage that TrialVista® provides. TrialVista is our proprietary clinical trial management system [CTMS]. It's a fast and flexible system that we developed in-house. For the trials that we've used it on, it has had a significant impact on enrollment and speed with which we get trials completed. We don't know of any other small CROs that have this kind of technology component.

LC: Paul and I both come from large CRO backgrounds. Our vice president of clinical systems,

Hunter Walker, also comes from a large CRO and pharmaceutical company background. He worked at PRA managing clinical trials and then he got into developing software. So, together we all developed TrialVista, so it's truly built by clinical research professionals and that means that it is really optimized for use in clinical research. That is one thing that really differentiates us. We had all used several different CTMS's and knew where they fell short and knew where they could really help a study. So, we built TrialVista with that in mind. It's built on a highly secure web-based platform and it's highly customizable and fast. We have a few developers now so that if a client wants to track something out of the ordinary, we can build a module to do that in TrialVista in a matter of days or weeks, rather than months, which is the challenge many of the other CTMS's face. If one client comes up with a good idea for a way to improve TrialVista®, we can make that change and roll it out to all of our clients instantaneously. It's really a dynamic program that has worked very well for our clients and would for any clinical trial.

What are the advantages to being located in the Shenandoah Valley?

LC: Our location has really worked in our favor. We are centrally located between the biotech poles in Rockville, Maryland, and RTP [Research Triangle

Year founded: 2004
Employees: 17
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Park], North Carolina. Philadelphia and New Jersey are also less than a day away for us. We've got hundreds of potential clients less than half-a-day's drive away.

How has ARG grown and how will it grow?

LC: We've been profitable and debt-free from Day 1 so we can be focused on our clients undistracted. That's really helped in terms of growth. We grew organically in the beginning but have recently initiated an intensive marketing campaign to bring the ARG/TrialVista combination to a greater audience.

PB: In 2004, the company was just Lyle and I, and since then we've grown to 17 people. We've done that very carefully. We've developed internal hiring and growth plans to make sure we don't get too big, too fast and don't grow outside the boundaries of giving high-quality service. Managing growth is our biggest challenge because we've had such a strong interest from the industry.

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