

## Protocol First Joins Flatiron Health® to Help Bridge the Gap Between Real-World Care and Clinical Research



Decentralization of clinical trials has accelerated due to increasingly specialized trial designs and trial disruptions caused by the COVID pandemic. This shift is increasing utilization of risk-based and centralized monitoring protocols and with it, the need for cost-effective solutions which can ensure data reliability at scale. Concurrently, pharma sponsors and CROs have been moving towards more holistic, turnkey data solutions to reduce the complexity of decentralized study execution.

Protocol First has experienced aggressive organic growth as a result of the company's ability to capture source data at scale directly from electronic medical records, transforming decentralized data protocols by automating source data capture. The company's solutions dramatically increase the speed at which

risk-based and central monitoring protocols can be executed and eliminate the need for data validation, because data is acquired directly from the source. Protocol First's leading-edge technology and focus on complex oncological studies made them the perfect strategic fit for Flatiron Health®, the leader in real-world oncological evidence.

Crosstree's granular knowledge of the decentralized clinical trial execution and data services industries helped Protocol First evaluate both financial and strategic partners using real world data, not just hypotheses, and select the ideal partner for future growth. The resulting partnership will enable Flatiron to offer sponsors and CROs a plug-and-play technology solution which will dramatically increase the speed and data reliability of risk-based and centralized monitoring.

**Crosstree helps clients identify optimal partners to accelerate growth & enhance value for all stakeholders.**

## ABOUT PROTOCOL FIRST

### Protocol First

Protocol First, Inc., founded in 2015 and headquartered in Salt Lake City, UT, develops next-generation technology solutions for complex clinical trials in the Life Sciences industry. In addition to its flagship Protocol First suite of cloud-based solutions (eProtocol, Source Upload and EDC), Protocol First has launched Clinical Pipe, the industry's first connector app that offers system-agnostic EHR-to-EDC interoperability. The application supports major EHR and EDC systems including Epic, Cerner, Allscripts and Athena, as well as Medidata Rave, Oracle InForm, and its own P1 platform.

## ABOUT FLATIRON HEALTH

### flatiron®

Flatiron Health is a healthtech company dedicated to helping cancer centers thrive and deliver better care for patients today and tomorrow. Through clinical and data science, we translate patient experiences into real-world evidence to improve treatment, inform policy, and advance research. Cancer is smart. Together, we can be smarter. Flatiron Health is an independent affiliate of the Roche Group.

## CROSSTREE'S EXPERTS ARE SPECIALISTS IN THE NUANCES OF HEALTH SCIENCE AND PROVIDE:

- Deep analytics of capabilities and gaps
- Systemized tactical strategies and a road map to success
- Engaged experts in market analysis, financials, and premium valuations
- Targeted and qualified prospects
- Up-to-date industry trend analysis and forecasting

All while prioritizing corporate core values.

MEETING THE NEEDS OF BOTH THE BUYER AND THE SELLER — BY THE NUMBERS AND BEYOND — IS CROSSTREE'S SPECIALTY.

Crosstree's [proven track record](#) of superior outcomes is the result of balanced, hands-on guidance from start to close. Partner with the leading health science experts today.



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