Welcome to InCYTE!

Showcasing CYTE Connect p.5
The thinking behind CYTE p.8
Interview with Prof. John Camm p.9
CONTENTS

3 Being Insightful

News
4 CYTE and Syneos Enter a Strategic Alliance
5 CYTE Connect Clinical Platform Launched

Features
6 Breaking New Ground in Under-Represented Countries
7 The Thinking Behind CYTE
8 View From the Top: Interview with Prof John Camm
10 Why Work with a Specialist CRO Like CYTE?

11 Locate, Connect and Accelerate with CYTE

News, views and dispatches from the research frontier brought to you by CYTE
Welcome to the inaugural edition of InCYTE, a quarterly newsletter that will bring you the latest achievements from the CYTE team, as well as updating you on exciting developments in the world of cardiovascular research.

CYTE was established as a unique clinical research organisation (CRO), specialising in studies of cardiovascular disease and utilising our extensive network to conduct trials efficiently. One of our USPs is our global network of 2,685 sites spanning 40 countries. A number of these countries had not been involved in much research before and expanding our global footprint into these new domains is a great source of pride to us.

Over the last two years we have added a technological component to our services, with the development of CYTE Connect: an integrated clinical platform. More details on this platform can be found later in this issue.

This is a very exciting period for CYTE and in the coming months we aim to keep growing our network and creating strategic partnerships with sponsors. Our goal is to continue ensuring our services are innovative and valuable to the clinical research field. We look forward to sharing more updates about our accomplishments with you in the next issue of InCYTE.

Gloria Kayani

If you would like to discuss partnering with CYTE either as a site within our network or as a study sponsor, please reach out to Gloria directly at gkayani@cyteglobal.com.
CYTE and Syneos Health Enter a Strategic Alliance

Bringing together two companies with complementary expertise.

Speaking about the collaboration between the two companies, CYTE’s CEO Gloria Kayani commented: “This strategic alliance between Syneos Health and CYTE brings together two companies with complementary expertise. Syneos Health has deep expertise in trial design and data collection, and CYTE has specialist network expertise and a growing number of sites that we can mobilise speedily. Together we are providing an integrated solution to generate robust evidence and insights that can be trusted by study sponsors.”

CYTE has formed a strategic alliance with Syneos Health to offer study sponsors the benefit of an integrated and seamless partnership that merges the expertise of both companies. The partnership has been running for several months now, with the companies already working jointly on several studies.

Syneos Health is a fully integrated biopharmaceutical solutions company that comprises CRO and contract commercial organisation created through the merger of two industry leading companies – INC Research and inVentiv Health. They have approximately 28,000 clinical and commercial minds with the ability to support customers in more than 110 countries. CYTE’s USP is our specialist global network of 2,685 sites in 40 countries, including some typically under-represented in clinical research.
CYTE has always described itself as a CRO powered by its network which encompasses 2,685 research sites in 40 countries. The sites accepted into our network are vetted, with registered research interests, capabilities and capacity. However, with the launch of the CYTE Connect platform, we can also say that technology is at the heart of the CYTE offering.

CYTE Connect is a best-in-class clinical research platform with modules for all critical research functions. It especially adds value as a means of viewing in-depth performance history of any research site within our network, and provides a communication module enabling seamless collaboration between site, sponsor and CRO.

Our research indicates CYTE Connect is one of the only unified platforms addressing the holistic clinical research process from start to finish, helping life sciences organisations cut costs, mitigate risks, and deliver treatments and devices to market faster. All CYTE’s clinical trial solutions are part of the platform.

When we speak to prospective clients we can sense their excitement around this platform.

Fundamentally the platform serves to centralise operations for our clients. They can operate with a clear view of all accrued data in one place, and maintain full control and oversight.

CYTE’s CEO Gloria Kayani said: “The launch of this platform represents a significant step forward for CYTE. When we speak to prospective clients we can sense their excitement around this platform and its possibilities for making difficult work around study management that bit more integrated and seamless.”
Cardiovascular diseases are the leading cause of death globally and in every region the burden is increasing as populations’ age.

Despite the rapid growth of cardiovascular disease across Africa and Asia, these populations are under-represented in clinical research and under-served by existing therapies. There is a pattern of historical under-representation in these populations that needs addressing.

As clinical research data improves our understanding of disease progression and treatment effects, and are incorporated in algorithmic risk models, clinical decision-making will improve rapidly, but only for patients represented in research. Geography and ethnicity are both important variables in existing risk models, but there is insufficient data gathered in the Middle East, Africa and Asia to build robust models for application in these populations.

There is a clinical and societal imperative to conduct thrombosis research in populations under-represented in existing research and under-served by existing interventions, to inform health policy and priorities, and improve patient outcomes.

CYTE is in the uncommon position of having already established a clinical research infrastructure within the Middle East, Africa and Asia, including 863 sites in 24 countries and counting.

As we continue to expand across these regions, we are committed to generating new evidence and insights about how best to improve patient outcomes in these populations and effectively utilise their constrained healthcare resources.
CYTE is a modern CRO that is powered strategically by some of the most experienced thinking in the field of cardiovascular research today. Our partner, the Thrombosis Research Institute (TRI), has an extensive network of sites and relationships with leading clinicians cultivated over 55 years of cardiovascular research, and is very familiar with the challenges of conducting studies and generating data. CYTE’s partnership with TRI and consequent knowledge sharing has enabled us to navigate the difficult early stages and develop rapidly into an agile, world-leading, innovative CRO that provides a range of cost-effective products and services.

CYTE also benefits from a leadership team with a wealth of experience. Our Board of Directors consists of Dr Frank Misselwitz, the Chief Medical Officer of ACTIMED Therapeutics with an outstanding record of delivering successful large-scale clinical trials and Dr Annalisa Jenkins, Non-Executive Director at Perspectum Ltd with global experience across public and private sectors, alongside Rt Hon Professor the Lord Kakkar PC, Chairman of CYTE and President of the TRI and Gloria Kayani, CEO of CYTE and COO/Deputy Director of the TRI. Find out more about our Board of Directors here.

CYTE has also formed a Scientific Advisory Board that provides invaluable guidance. It consists of Karen Piper, head of statistics at the TRI with 30 years’ experience in vascular research; Professor John Camm, a world-renowned clinical trialist who has held memberships in 30 multicentre study committees; Professor Keith Fox, a founding fellow of the European Society of Cardiology; and Professor Ajay Shah, Executive Dean of the Faculty of Life Sciences & Medicine, who work alongside Lord Kakkar and Gloria Kayani. Read more about our Scientific Advisory Board here.

Our deep foundations, coupled with the clinical expertise at the helm, will keep CYTE at the forefront of research services going forward.
What inspired you to take on the role as a Scientific Advisory Board (SAB) member for CYTE?

CYTE is a novel idea that aims to improve how clinical trials operate. I spent a lot of time thinking about its formulation and was eager to play a part in it. CYTE is an extension of the work I was doing with TRI on the AF registry where I worked for 10 years. In that period, I developed excellent relationships with Lord Kakkar, the medical writers, statisticians and physicians who I knew would form the foundations of CYTE. My confidence in the capability of these people made the role extremely attractive to me.

What makes CYTE unique?

CYTE is different from other CROs because it is a dynamic interface between CROs and investigational physicians. We want to use personal connections and a well-developed database to conduct studies extremely efficiently. We aim to make the interface between sponsor and CRO and investigational sites very active. This will make sponsors immediately aware of any difficulties and allow for a quick resolution.
This is a much more detailed connection than before, as everyone along the chain will be familiar with each other; the SAB members know the NCIs and the NCIs know the investigators and these personal relations will aid a quick delivery of a study. CYTE is determined that all people are familiar with each other so we know precisely what people can and want to do. We will be aware of their hospitals, their research units, trials they have done before, making us confident they can conduct the study effectively with limited errors. Essentially, well developed relationships and an extensive data network make CYTE unlike any other CRO.

Where can CYTE make the biggest difference?
CYTE can make sure a trial can start quickly and be placed in the right investigational centre and can quickly communicate difficulties through the network. Importantly, CYTE will have experts in all sub-specialties of cardiology with populations of patients suitable to the study.

How does CYTE plan to develop?
CYTE has the advantage of connections with cardiologists and investigational sites through the work done by TRI. These deep roots have allowed CYTE to expand rapidly. We are already partnering with global companies in exciting studies and plan to be in the forefront of cardiology research. What we have to do now is expand the SAB so it covers all the sub-specialties in cardiology, thus making CYTE as comprehensive as possible.

How has the pandemic affected cardiology and heart failure in particular?
Cardiologists have been deployed into specialities looking after COVID patients and diverted away from their usual work. COVID also affects the heart, creating more cardiovascular problems that have to be addressed. Most importantly, we haven’t been able to see patients and care has been deferred to GPs or remote monitoring by virtual clinics. The silver lining to the pandemic is the lessons we have learnt. We have been forced to create more ways to deal with patients that have ultimately made our medical practices more efficient.

What is the key to a successful clinical trial?
It needs to be well-thought out i.e. it must be a therapy that you want to try which stands a good chance of succeeding. It must be feasible and implementable. You need to consider all the practical issues – who and where can you recruit and who needs to be involved. A lot of elements need very careful planning and CYTE can provide substantial help with the design and conduct of a successful clinical trial.

Professor A John Camm is emeritus Professor of Clinical Cardiology at St. George’s University of London.
Why Work With a Specialist CRO Like CYTE?

CYTE’s current specialisms include cardiovascular disease and thrombosis, making us the obvious choice for study sponsors who are looking for a partner who can deliver value beyond the brief. In this article, we discuss the benefits of this approach.

We were interested to note recent research from CRO McDougall Scientific which concluded that “specialisation brings deep expertise and satisfied clients”. Pharma and biotech companies are looking to avoid committing to inflexible contracts from large contract or clinical research organisations.

There is a trend toward working with specialised CROs such as CYTE because of the unique expertise they can provide, the flexibility they can offer and the affordability of their services. CYTE has also noted a number of acquisitions of smaller, specialised CROs by larger players in a bid to acquire new silos of expertise.

From a business development perspective, we observe a number of factors to be particularly important as we enter into discussions with partners. Our experience is generally well regarded (though CYTE is a relatively young entity, our parent company TRI has been conducting clinical research for over 55 years). CYTE also has a network of clinical leaders with a special interest in cardiovascular research, and a track record in such studies.

Reputation continues to be vital; TRI has built up a store of goodwill, and the work of our clinical network is well regarded. Agility and affordability are a key part of our ‘pitch’. We are a smaller organisation and therefore we move quickly, with inbuilt approaches to reducing study costs and therefore enabling us to undercut competition on pricing. Last and certainly not least is our team. Alongside our board we have experienced leadership with large networks within the life sciences.
OUR SOLUTIONS

LOCATE, CONNECT AND ACCELERATE WITH CYTE

Find out more about our solutions, CYTE Locate, CYTE Connect and CYTE Accelerate, here...

LOCATE with CYTE
- Our global network of research sites consists of 2,685 sites in 40 countries
- We can connect you with global thought leaders who provide input into scientific strategy, analysis and reporting
- We work with national leaders who lead the scientific agenda locally and coordinate with research sites
- Joining the platform as a site and detailing your clinical research experience allows us to match you with studies best suited for your expertise.

Join our network today: https://www.cyteglobal.com/locate/

CONNECT with CYTE
- CYTE Connect is an integrated clinical platform that provides a seamless collaboration between site, sponsor and CRO
- Allows complete running of a study from site selection to close out
- Provides site and study analytics that are accurate, actionable and on-demand
- Allows for increased visibility and reduced complexity.

Find out more here: https://www.cyteglobal.com/accelerate/

ACCELERATE with CYTE
- With CYTE Accelerate we have the tools to provide solutions to many problems encountered in clinical trials from site identification and selection to project and data management to thought leadership and oversight
- We provide specialised services to deliver your clinical development programme
- If you are looking for a committed partner to accelerate your study from start through to completion, we offer agile, cost-effective solutions with a personal touch.

We love to help research organisations, pharmaceutical and biotech companies realise their research objectives. You can reach us at contact@cyteglobal.com.