BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

Perceptive opens customer care office in China

December 11, 2012 | News | By BioSpectrum Bureau



Singapore:Ã?Â Perceptive Informatics, a leading eClinical solutions provider and a subsidiary of PAREXEL International, has opened a customer care office in Shanghai to service biopharmaceutical researchers in China and Taiwan who are using Perceptive's technology solutions. The launch further strengthens PAREXEL's footprint in Asia and demonstrates its long-term commitment to accelerating drug development in the region.

Perceptive's customer care office staff will initially be responsible for supporting clinical studies using ClinPhone RTSM (randomization and trial supply management) and Datalabs EDC software and services, and will be the first point of contact for clinical site staff, CRAs and sponsors who have an IVR or IWR system questions on a live study. The intent is to provide immediate help desk support without any additional need for translation services.

"China has a thriving pharmaceutical and biotechnology industry and is a priority market for many pharmaceutical and biotechnology sponsors. When sponsors work with Perceptive, they can expect high-quality service, locally supported by staff in the region," said Mr George Hunnewell, corporate vice president, operations, Perceptive Informatics. "Through our experience in running hundreds of global clinical trials, we have identified that a robust, native-language help desk is critical to ensuring the smooth and successful implementation of clinical trial technology. This valuable service enables us to meet the evolving needs of our new and existing customers in the rapidly expanding Asian markets."

In addition to the new customer care office in Shanghai, Perceptive has a dedicated team of professionals in Japan located in Tokyo and Kobe to support Japanese investigators, CRAs, and biopharmaceutical clients.