

## **Ecron Acunova completes integration of Syneed Medidata**

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Syneed Medidata GmbH, with a strong focus on Non-Interventional Studies (NIS), Data Management and Statistics/SAS-Programming has successfully integrated into the full service CRO Ecron Acunova GmbH. The former Headquarters of Syneed Medidata in Konstanz, Germany remains in existence.

Full service post marketing studies have been offered by Ecron Acunova teams since the company's early days for a variety of indications. Over the years, Ecron Acunova has established an in-house, dedicated team to handle all kind of requirements for this type of studies. With the addition of the group from Konstanz this team becomes much stronger. At Ecron Acunova we have a deep understanding of the different requirements between interventional studies and "real-life" NIS studies.

Birgit Mund, Head of Business Development, Europe, says: "Despite the fact that EA has a long-standing reputation in conducting Phase II-IV studies, we have also seen the need for a deep understanding of the post-marketing environment and we are proud of conducting those studies by applying tailor-made solutions for classical Non-Interventional Studies, Registries, Authority Imposed PASS, Voluntary PASS, PAES, Market Surveys and Patient & Site Screenings".

In NIS projects it is important to optimize the data collection and handling from the very beginning. Ecron Acunova has developed an own, fully validated EDC platform specifically for NIS studies, allowing for a very pragmatic approach when it comes to data handling activities. Our EDC system REDCAS sets aside functions often not needed for NIS such as data import, queries and randomization and focuses instead on simplicity of set up and functional aspects. The ease of use of

REDCAS also helps to keep up motivation on the users' side.

Anders Malm, Managing Director, says: "At Ecron Acunova we now have an even stronger team to offer to our clients when it comes to all types of late stage projects. Our experienced study teams handle local as well as international studies in the most effective way. In addition, qualified services in Data Management, SAS-Programming, Medical Writing etc. are offered from various locations in order to have the best possible solutions for our customers".