

## A new flexible model in resourcing expertise

TranScrip Partners is responding to demand for flexible, specialist drug development and related support services within the pharmaceutical sector through the provision of expertise in a wide range of sub-disciplines and therapeutic areas, on both a short- and long-term basis.

Pharmaceutical and biotechnology companies can now flexibly source the senior-level and support structure expertise they need to achieve success at all stages of the drug development process on a completely 'as and when' basis from a single source following the launch of TranScrip Partners, a partnership of leading pharmaceutical development, therapeutic area specialists, project leadership and regulatory affairs experts and academics.

TranScrip has been created to meet the needs of pharmaceutical companies forced to reduce head counts and consequent more limited access to in-house drug development expertise. The partnership can provide pharmaceutical companies with the expertise they require in a wide range of sub-disciplines and therapeutic areas, on both a short- and long-term basis, drawn from an extensive integrated pool of Partners and alliances.

Felicity Gabbay, Senior Partner, says it should be noted that TranScrip is not a

limited liability company, but a partnership:

"The original idea could have simply been to set up yet another CRO but it had to be different from the usual model. It was decided to set up an organisation based on a group of independent people operating collectively and not housed in CROs. There is an increasing need in the life sciences sector for people like this, and it's important that these people have proper network support. TranScrip partners supply their services to the life science sector and they in turn receive the support they need from TranScrip to manage their IT, accounting, indemnity insurance, scientific support from colleagues and a collegiate atmosphere to be most productive etc. The Partners own the organisation and work individually or as a group within this support infrastructure, thus enabling easier liaison and communication, and ultimately ensuring professionally led and managed projects, which are better serviced and completed sooner."

Senior Partner Paul Branthwaite adds: "TranScrip's mission is to support the drug value chain by providing expertise in various formats along that chain. We are bringing together different disciplines and will continue adding new people to create the next generation of expertise and create a comprehensive infrastructure to support industry."

### Broad range of expertise

The expertise directly available from TranScrip ranges from preclinical research through non-clinical drug development, translational medicine, clinical development, peri-registration activities and life cycle management. By co-operating with other pharmaceutical industry specialists, TranScrip can also provide expertise and support in closely related areas including manufacturing, audit, commissioning technical non-clinical studies, and other aspects of drug

## Meet Felicity Gabbay and Paul Branthwaite of TranScrip

Felicity Gabbay is a Senior Partner at TranScrip Partners with 25 years' industry experience. She was formerly global head of anti-infectives at Parke Davis in the USA and later founded Gabby Group, a CRO acquired by PPD, serving as vice president for regulatory and clinical research. She has been CEO of two biotechnology companies specialising in oncology. She is a non-executive chairman of Phico Therapeutics, a novel antibiotic development company and a non-executive director of Bionalab, a bioanalytical contract laboratory. She was director of education at the Drug Safety Research Unit in Southampton, UK and chairman of the steering group that set up the UK Faculty of Pharmaceutical Medicine, FPM's Academic Registrar for nine years and is currently a member of the FPM Board of Examiners. She was a founder chairman of the Society of Pharmaceutical Medicine.

Paul Branthwaite has spent many years consulting on client needs and has lectured internationally in this critical area. His perspective on how to accurately break down projects into component parts is based on nearly 30 years of 'hands-on' experience within pharma groups and biotech. He now leads the TranScrip business development and client interface as a Senior Partner. His diverse career includes marketing, business development and clinical R&D. His therapeutic focus has spanned cardiovascular, dermatology, immunology, neuro-endocrine, anti-infectives, and CNS, as well as pain, wound-healing and oncology disease areas. He is still active in the biotech and pharmaceutical industry. He joined the Bench International team in 2003 as VP and Managing Director Europe, which he retains in addition to his role at TranScrip.



# Outsourcing

development including sub-speciality knowledge.

In addition to being available on a completely flexible basis, the service provided by TranScrip differs markedly from traditional out- and in-sourcing solutions, such as CROs and interims or freelance engagement, in a number of key ways. First, all its projects are led by a Senior Partner or very experienced Partner. Second, TranScrip provides full administrative support to its staff, meaning that they can concentrate on the task in hand and not where their next project is coming from. Third, all staff continue to be fully trained in their specialist area and attend relevant conferences and internal training programmes, thereby ensuring they remain up to date with current thinking in their chosen disciplines.

TranScrip's solution also appeals to emerging biotechs by removing the need for them to build their own substantive in-house pharmaceutical medicine, project leadership or regulatory affairs teams.

"The services offered are based on various degrees of competencies and what is offered to the client evolves according to the client's needs," says Branthwaite.

"Some of our members have run entire programmes adapted to clients' needs, whereas others, for example our Senior Academic Partners, may only contribute expertise to a project. The attraction for our Partners in being members is that they can control what time they can give to any particular project. This is fine for TranScrip: what's important is that we've got the expertise we need.

"There are eight Senior Partners at present, and there will be more Partners and associates joining TranScrip shortly and in the coming months. We aim to double in size this year and are looking at acquiring expertise in some more therapeutic areas in addition to our current expertise in the

cardiometabolic, renal, oncology and anti-infectives areas. For example, CNS is an area in which we are looking to acquire additional expertise through a Senior Partner to augment what is already in place. The Senior Partners are typically people who are 'thought leaders' in their specialist area and who have expertise in other areas plus experience in bringing products through to commercialisation," he says.

## Meeting client needs

The Partners and associates dedicated to each project are individually mixed and matched to reflect the skill set and capability needs of each client. Furthermore, they can be altered during the course of project programmes, as needs dictate, or in response to changing circumstances. This approach is designed to be more cost-effective than the alternatives such as random combinations of freelancers, interims and CROs where team working has to be built from scratch for each project.

This 'layered' approach is designed to ensure that the need for different or extra competencies and functional and operational capabilities beyond those available within TranScrip can be very quickly identified and assessed. This can either be done by the Partners working on client projects, using additional or replacement personnel that the Partners are personally familiar with and satisfied as to their expertise and skills match, or by the clients themselves. New ventures can be tested and staffed at known cost and if necessary can then be closed quickly.

Although only formally launched in October this year, the TranScrip model is already proving attractive to pharmaceutical and biotechnology companies that have already or are planning to sign up for its services:

"TranScrip already has a lot of client

relationships as the Senior Partners brought many of their contacts and business relationships into the network," says Gabbay. "We are already working with three of the top ten Big Pharma companies and have a well-balanced client portfolio split approximately 50/50 between biotech and pharma companies. However, this situation is an evolving one: 'biotech' and 'pharma' are converging as all companies move more and more towards outsourcing."

"The types of alliances we establish with pharma

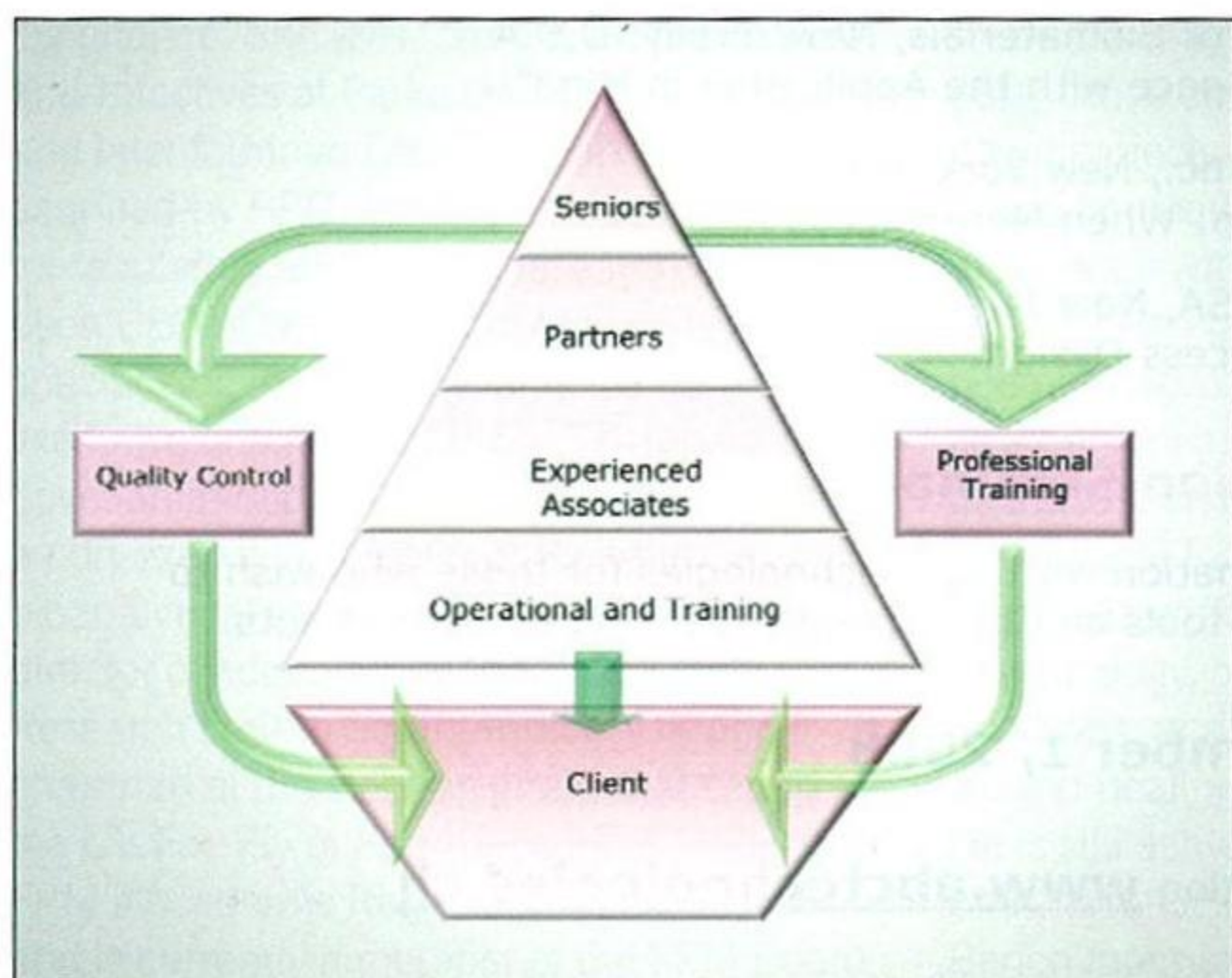
and biotech companies are to a large extent dependent on the project involved," adds Branthwaite. "Some are based on a 'plug and play' approach to adopting new drug pipelines or technology or a specific project or piece of work. Others are delivered much more on a long-term basis, providing the client with what they require (as they require) it over a whole drug development period."

## International Partners

TranScrip already includes Partners based outside the UK, as most client organisations work on an international basis. The partnership is looking to expand globally, especially in Europe, North America and the Pacific Rim.

"Of the current Senior Partners, one is based in France, one has academic positions in the Asia Pacific Rim, and the rest are in the UK, and these will shortly be joined by Partners from Switzerland and Germany and at least one from the USA. There are several more who are looking to join us shortly. TranScrip is a very attractive network for these Partners to join, not least because they obtain a level of ownership in it," says Gabbay.

"We will continue to develop our Partners and associates because, essentially, new competencies can give people a new career direction. Because career options in the pharmaceutical sector are somewhat curtailed, due to cost restrictions, flat structures etc there are a lot of people with expertise available from the industry who need an alternative outlet for their knowledge and talents. TranScrip provides these Partners with an alternative that is interesting, exciting and develops them as people while at the same time fulfilling the outsourcing needs of biotech and pharmaceutical clients," concludes Branthwaite. **sp<sup>2</sup>**



**A layered, integrated approach to service delivery**

## Further information

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