Electronic Data Capture Recommender

Delivering measurable time savings and predictable ROI through accelerated Electronic Data Capture (EDC) design

Persistent EDC challenges in pharma clinical development

For pharma organizations, Electronic Data Capture (EDC) design and build remain among the most time intensive and variable components of clinical study start up. While trial execution has become increasingly digital, EDC design is still largely manual, repetitive, and dependent on individual interpretation of protocols and standards. This variability introduces inefficiencies early in the study lifecycle, where small inconsistencies can cascade into downstream rework, extended review cycles, and delayed timelines.

Data Management and Clinical Development leaders are under sustained pressure to shorten start up timelines while maintaining compliance, consistency, and data quality. However, traditional EDC design approaches require teams to repeatedly recreate core database components across studies, increasing effort, cost, and unpredictability. As portfolios scale and protocols grow more complex, the operational and financial impact of inefficient EDC design becomes more pronounced.

EDC Recommender: accelerating time to build at the source

IQVIA's EDC Recommender directly addresses these challenges by automating the variable step in EDC build: the initial design of the EDC database.

EDC Recommender is a virtual assistant for EDC design that automatically generates a protocol specific EDC database by reading the digital protocol, applying defined business rules, and pulling reusable design components from a centralized EDC design library. The library incorporates IQVIA or approved sponsor standards, and historical study designs, ensuring that design decisions are consistent, traceable, and repeatable from study to study.

By removing manual interpretation and repetitive configuration work at the outset, EDC Recommender compresses timelines where variability has the greatest downstream impact.

Quantified time savings and start up acceleration

EDC Recommender delivers **up to 62% time savings** in generating the initial EDC design. This reduction in design effort enables pharma teams to move from protocol finalization to the setup of the EDC Database significantly faster, reducing one of the longest and most unpredictable steps in study start up.

As a result, EDC build timelines can be reduced to:

- **Four weeks** for highly standardized studies using IQVIA standards
- **Eight weeks** for studies wanting to use sponsor approved or IQVIA standards and limited customization

These timelines represent a meaningful acceleration compared with traditional, manually driven EDC design approaches. Importantly, faster design does not compromise review rigor. Because designs are standards driven and consistent, review teams can focus their effort on protocol specific elements rather than repeatedly reviewing established content.

Translating time savings into tangible ROI

The time savings delivered by EDC Recommender translate directly into measurable return on investment for Pharma organizations.

By automating the generation of visits, forms, fields, code lists, and edit checks, EDC Recommender reduces the manual effort required from Data Management, Clinical Programming, and review teams. Fewer hours spent on repetitive configuration and re review activities result in improved utilization of expert resources.

In addition, faster and more predictable EDC design reduces the risk of downstream rework. Consistent, standard driven designs help prevent issues that often surface later during UAT, data cleaning, SDTM mapping, and analysis. By addressing variability at the source, EDC Recommender helps avoid costly delays and rework that extend well beyond the build phase.

Consistency at scale across studies and programs

Variability in EDC design across studies creates inefficiencies that compound over time, particularly at the program and portfolio level. EDC Recommender addresses this by prioritizing standards and applying centrally defined business rules across all designs. This ensures that EDC designs are repeatable and aligned across studies, supporting greater consistency and predictability across development programs.

By leveraging historical study designs alongside standards, EDC Recommender captures prior learnings and applies them systematically. This reduces variation, improves quality, and enhances confidence in timelines and deliverables.

Flexible models to balance speed, control, and cost

EDC Recommender underpins three EDC design models, allowing sponsors to select the level of speed, standardization, and involvement that best supports their business objectives:

ACCELERATED MODEL

Uses IQVIA standards only, requires minimal sponsor involvement, and does not include sponsor UAT. This model supports a **four week build timeline**, maximizing speed and cost efficiency.

STANDARD MODEL

Allows IQVIA or approved sponsor standards with one round of sponsor UAT. This model supports an **eight week build timeline**, balancing speed, governance, and flexibility.

CUSTOM MODEL

Supports sponsor-specific standards, broader integrations, and multiple UAT cycles, with timelines reflecting increased customization and complexity.

Across all models, EDC Recommender ensures a consistent, traceable starting point, reducing variability and enabling more predictable planning and budgeting.

Human expertise, enabled by automation

EDC Recommender does not remove human oversight from EDC build. Instead, it removes inefficiency. Study teams remain in control of review, governance, and decision making, while automation addresses repetitive and variable design tasks. This ensures that expert effort is applied where it delivers the greatest value.

Partner with IQVIA to realize time savings and ROI

EDC Recommender represents a shift from manual, study by study EDC design toward a more automated, standards driven, and scalable approach. By delivering **up to 62% time savings**, enabling **four to eight week build timelines**, and reducing downstream rework, IQVIA helps Pharma organizations achieve faster start up, greater predictability, and measurable return on investment.

To learn how EDC Recommender can be aligned to your organization's standards, platforms, and development strategy, **contact IQVIA to discuss a custom EDC design approach tailored to your clinical portfolio and operational goals.**

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