

White Paper

Taming the Complex Clinical-Trial Ecosystem

A new approach that's already making an impact.

IQVIA TECHNOLOGIES



As the clinical trial ecosystem expands to include a wide range of new and innovative technology solutions, clinical trial sites that, ideally, stand to benefit from these offerings, are becoming increasingly vocal about the corresponding administrative complexity. With every new system, a site team must navigate additional logins, portals, and interfaces. To tame this complex clinical-trial ecosystem, IQVIA Technologies developed One Home for Sites™ (One Home), a vendor- and sponsor-agnostic solution to tech overload that enables single sign-on (SSO) and study organization across clinical systems.

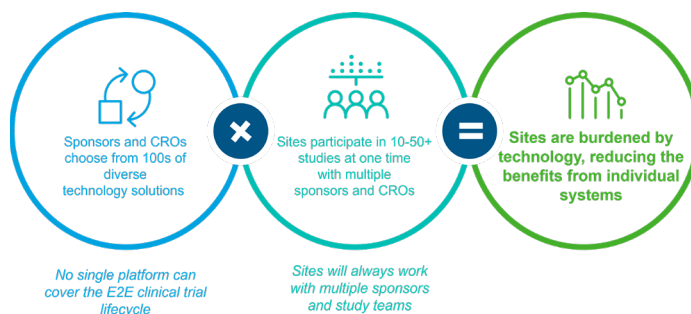
In a [widely attended webinar](#), IQVIA's Lesley Freese, Senior Product Manager for One Home; Rob Osterhaus, Director of Partner Ecosystem; and Julie Lightfoot, Senior Director of Alliance Management, spoke with Brian Hunter, VP at CNS Healthcare, and Kasey Bumber, Senior Director of Product Management at Signant Health, to share perspectives on the progress and promise of One Home. Together, these clinical stakeholders considered how One Home can help chart a mutually beneficial path toward streamlined clinical trial management for sponsors, sites, and technology providers.

The multiplication effect

CNS Healthcare's network of experienced sites is no stranger to the increasing technological load on the clinical landscape. According to Hunter, "It's not uncommon for there to be 12 to 15 vendors per study for our sites. When you multiply that by the number of studies going on simultaneously at each of our sites, that is a huge number of portals that we're logging into regularly to complete our required tasks." Figure 1 represents this multiplication effect.

Though the industry is striving for better collaboration, sites are still navigating work across multiple sponsors, CROs, and vendors. Site coordinators now serve as intermediaries between trial participants and technology providers, frequently stepping in to help patients navigate their own set of patient portals and apps. Burnout and turnover often result.

Figure 1: How technology solutions overburden trial sites



As a leader in the industry, IQVIA recognized the need for a solution to tech overload and sought to design a system that provided a single point of entry for its own array of technology platforms and portals. Per Freese, "When I started interviewing site staff on how best to approach this, many very kindly said, I'm glad to see you're doing this, but at the end of day, it doesn't solve my problem because I have lots of additional systems from other technology vendors that I need to access."



"It's not uncommon for there to be 12 to 15 vendors per study for our sites."

— Brian Hunter, CNS Healthcare

Figure 2: The key components of an industry-wide approach



In other words, when site users have more than one single sign-on, they don't have single sign-on at all.

With this fundamental user feedback and a holistic look at the clinical trial ecosystem, IQVIA Technologies recognized that a collaborative, industry-wide approach was the only viable solution (Figure 2). From there, the vision of One Home for Sites was born.

The One Home solution

With IQVIA being the largest contract research organization (CRO) in the world, several preconceptions of One Home emerged. Freese addressed these by defining what One Home is and what it is not (Figure 3).



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— Lesley Freese, IQVIA Technologies

Understanding One Home for sites

WHAT ONE HOME IS NOT

- An internal IQVIA system: One Home is not just for IQVIA's CRO or sites running IQVIA studies.
- Another portal for sites to access: One Home does not seek to replace or compete with other clinical systems.
- Another data entry point: One Home does not handle data workflows between or within systems.

Figure 3: The defining characteristics of One Home for Sites



WHAT ONE HOME IS

- Independent of the CRO model: One Home is free to sites and tech vendors and available for sponsors and CROs to license for all of their studies, regardless of study structure.
- An industry-wide platform: One Home provides SSO and affiliation so that sites can reach all of their clinical systems faster.
- A flexible dashboard for access and action: One Home allows the user to tailor their experience to suit the needs of their role.

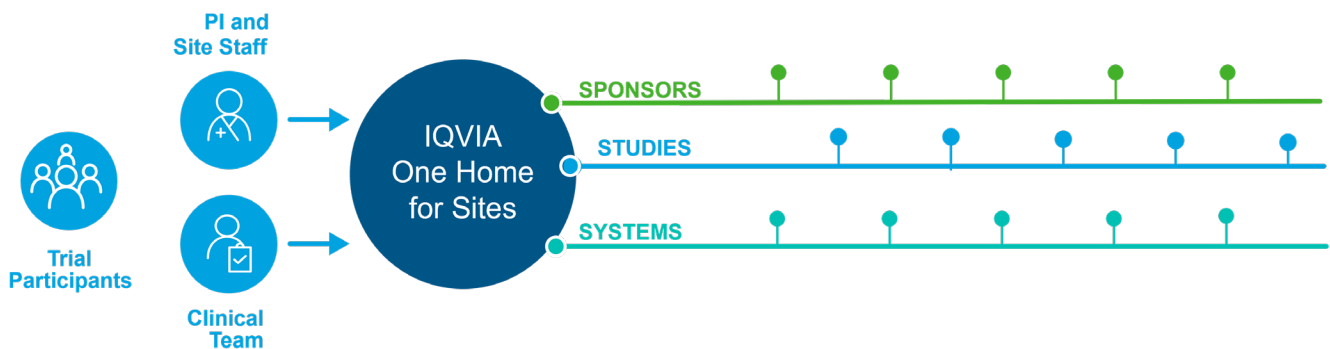
One Home aims to provide an organized, streamlined space for sites to move from system to system across studies and sponsors, enabling them to complete their work more efficiently (Figure 4).



“It was a no brainer for my team. We assessed this as quite a light lift to begin drastically improving our end user experience.”

— Kasey Bumber, Signant Health

Figure 4: One Home provides organization and access across clinical systems



Efficient Access and Action

Ability to move from system to system and participate in multiple trials using tech as a key enabler, not a stumbling block



Organized Views

Ability to see priorities across studies, sponsors, and systems to bring order to chaos and get tasks done quickly



Happier Sites

Better interactions with sponsors' study staff and ability to participate in more trials while still focusing on patients

The licensed version of One Home, purchased by a sponsor or CRO, enables automated study and system setup for sites. As a site user logs into One Home, they will see all the studies they are running with One Home sponsors, along with the systems that have been selected for each, creating a seamless, hassle-free experience. Thus, as more and more sponsors adopt One Home, site burden will continually decrease.

The more the merrier in One Home

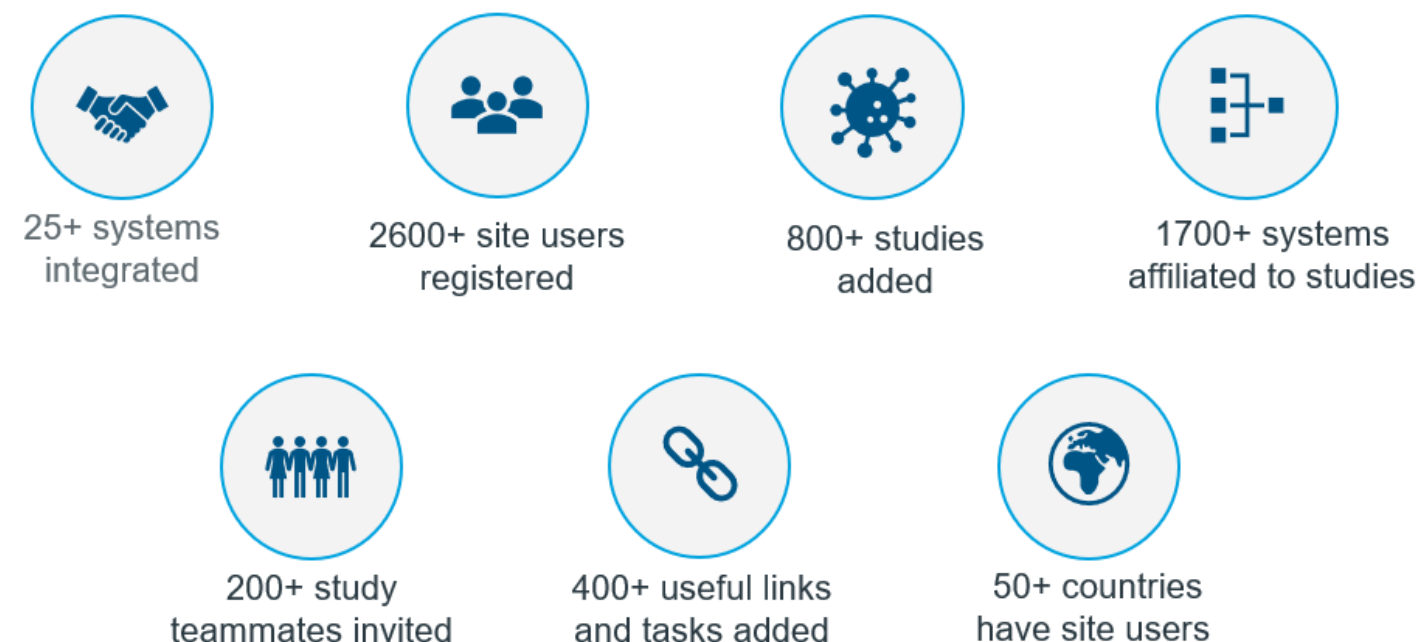
One Home for Sites was designed to build the clinical ecosystem through vendor partnerships, providing a collaboration platform for all organizations to deliver benefits to sites and the entire industry. When IQVIA

approached Bumber's team at Signant Health about joining One Home as a technology vendor, the choice was simple: "It was a no brainer for my team. We assessed this as quite a light lift to begin drastically improving our end user experience." Signant Health was the fourth vendor to be onboarded.

IQVIA Technologies launched [a free site version](#) of One Home in September 2024 that allows sites to self-register and gain immediate access to the SSO system library, where there are over 25 integrated systems as of March 2025 and an average of 2-3 new systems added every month. See iqvia.com/onehomepartners for the latest list of partners.

Sites can customize their dashboards to ensure they are seeing what is most important to their goals and have the functionality to invite their teams to collaborate on tasks. With adoption in 50+ countries, the platform now boasts over 2,600 site users that have added over 800 studies, with more than 1,700 systems affiliated with those studies (Figure 5).

Figure 5: One Home by the numbers (as of March 2025)





“If we can help sites by placing portals all in one place that everyone can access easily, that’s the best way to go.”

— Brian Hunter, CNS Healthcare

When using the free site version of One Home, a user will still have some administrative setup on their end; however, when conducting studies for sponsors and CROs that provide the licensed version of One Home, that effort is eliminated.

Responsive to feedback

IQVIA Technologies’ direction for One Home is steered by industry feedback, especially from sites and sponsors. Using agile development methods, the product team meets with advisory board members and adjusts features and functions to be released. A key functional area being evaluated is the initial vision for automated tasks to ensure that the information provided to sites is useful and not overwhelming. Another feature under development and review is content management, which sponsors can

use to post study updates, FAQs, and other important study or program information without relying on email.

All One Home users are provided with a feedback button and are invited to provide input on their experience and to request the systems that they use most often. According to Freese, “We’re always focused on staying closely connected to the users of the platform. Feedback comes directly to me and I’m constantly evaluating it and bringing it back to our product engineering teams to see how we can provide a better experience.” This direct feedback helps IQVIA Technologies tailor upcoming releases and provide evidence to tech vendors that they are wanted in One Home.

Bumber described Signant’s experience with the vendor onboarding process: “Initially, I faced some trepidation when tasked with the development of a new vendor-to-vendor integration. That quickly faded upon project initiation. The IQVIA team provided us with clear instructions and requirements. It was very easy to get initiated, assess the effort, and follow the process.”

See iqvia.com/onehomepartners for the latest list of tech vendors in the One Home SSO System Library.

A sponsor's commitment to reducing site burden

A growing biotech company in the neurology space was introduced to One Home and immediately recognized its benefits for an upcoming program of five studies. The trials were designed to utilize 13 systems, a burdensome number for selected sites to manage across multiple protocols. Several of these systems were already integrated into One Home.

Per Lightfoot, "I am always looking for solutions that enhance my clients' clinical trial delivery and reduce site and patient burden. We made the decision to put One Home in place across all five studies in time for the startup of this program."



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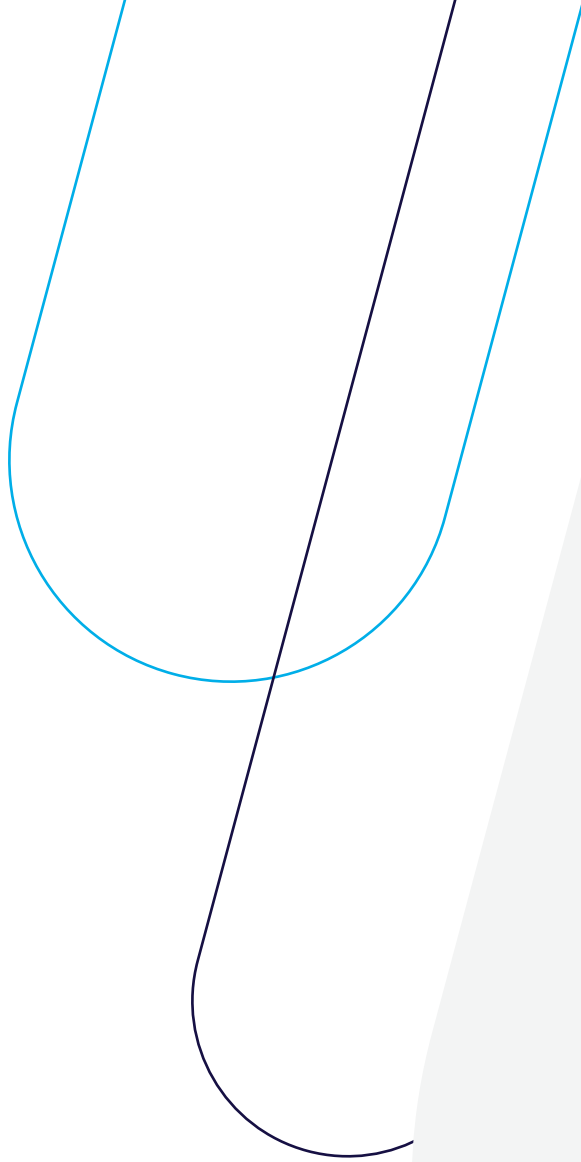
— Julie Lightfoot, Alliance Management,
IQVIA Research & Development Solutions

To pull this off, IQVIA Technologies and IQVIA Research & Development Solutions collaborated to recruit the remaining third-party software vendors that the customer needed to be integrated into One Home, launching in time for the earliest site activations. Now, users can log in and utilize the streamlined dashboard, accessing all their systems in one location.

A place for everyone in One Home

As technology continues to proliferate across the clinical trial ecosystem, an SSO platform that organizes systems for sites across studies is essential. Hunter has a unique perspective. Because CNS Healthcare recently launched a site clinical trial management system (CTMS) called SiteCentric, he is excited about One Home not only as a site leader but also as a tech partner:

"When we learned about One Home, we decided we'd love to give access to SiteCentric through it. The process of talking to the IQVIA tech team to ensure that the handshake goes smoothly is straightforward and easy. If we can help sites by placing portals all in one place that everyone can access easily, that's the best way to go."



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