

Can a Small CRO be Global Too?

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Tobacco Smoke Enema (1750s-1810s)

The tobacco enema was used to infuse tobacco smoke into a patient's rectum for various medical purposes, primarily the resuscitation of drowning victims. A rectal tube inserted into the anus was connected to a fumigator and bellows that forced the smoke towards the rectum. The warmth of the smoke was thought to promote respiration, but doubts about the credibility of tobacco enemas led to the popular phrase "blow smoke up one's ass."

Can a Small CRO be Global Too?

**Depends on Your Definition of
Global**

Can a Small CRO be Global Too?

If Being Global Means:

- **Employees in Multiple Sites/Countries**
- **Offices in Multiple Sites/Countries**
- **Laboratories in Multiple Sites/Countries**
- **Field Facilities in Multiple Sites/Countries**

The Answer is Obviously “NO”

Can a Small CRO be Global Too?

If They Had All That Stuff

They Wouldn't Be Small

DUH!!

Can a Small CRO be Global Too?

If Being Global Means:

- **Providing Field Research Services in Multiple Sites/Countries**
- **With High Quality**
- **At a Reasonable Price**
- **On Time and On Budget**

The Answer is **“YES”** it is possible.

Can a Small CRO be Global Too?

The Carringers, Inc.

We Are A Small CRO

We Are A Global Company

But, On A Targeted Basis

Can a Small CRO be Global Too?

What Does Targeted Basis Mean?

We Meet the Needs of Our Customers

- **Whatever They Are**
- **Wherever They Are**
- **Within our Core Competence**

Can a Small CRO be Global Too?

Core Competence

Field Study Management

GLP

GMO

Efficacy

Can a Small CRO be Global Too?

How Do We Do This?

Core Competence: Field Study Management

- Established in 1998**
- Successfully Completed >250 GLP Field Studies**
- In the Last Four Years**
 - 118 GLP Field Studies**
 - >1200 GLP Field Trials**

Can a Small CRO be Global Too?

How Do We Do This?

Core Competence: Field Study Management

Same Business Model As North America

Can a Small CRO be Global Too?

Global Business Model

Core Competence: Field Study Management

- **Find the Best Field People Possible**
- **Train Them**
- **Develop a Close Working Relationship**
- **Create an Informal Alliance**

Can a Small CRO be Global Too?

Global Business Model

Informal Alliance

- **Quality Work – Good Direction**
- **Reasonable Price – Pay on Time**
- **Communicate - Communicate**
- **Loyal to Each Other**

Can a Small CRO be Global Too?

How Do We Do This?

Core Competence: Field Study Management

Example: Tom Armstrong/Argentina



Can a Small CRO be Global Too?

How Do We Do This?

Example: Tom Armstrong/Argentina

In the Last Nine Years in Brazil/Argentina

- **43 GMO Studies**
- **143 GMO Field Trials**
- **200+ Residue and Efficacy Trials**

Can a Small CRO be Global Too?

Of Course!

Fruits and Nuts in California



Canola in Canada



Tomatoes in Mexico



Bananas and Melons in Costa Rica, Guatemala, Honduras



Bananas in Ecuador



Coffee , Oranges, and Soybeans in Brazil



Corn, Soybeans, and Grapes in Argentina



Apples and Grapes in Chile



Cotton and Rice in India



Corn in Indonesia



Coffee in Vietnam



A Small CRO Can Be Global

Thank You!