Can a Small CRO be Global Too?

Rick Carringer
The Carringers, Inc.
World Headquarters in Apex, NC
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!