

**Total Clinical Trial Management
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The credo of Ritz-Carlton and how Total Clinical Trial Management demonstrates CRO excellence.

Today, TCTM staff members gathered around a large meeting table to discuss “The New Gold Standard” with particular attention to Chapter 2, Principle #1: “Define and Refine”. A question was first queried, what does the author mean by define and refine, and how does that aspect of the hotel’s gold standard relate to a small Contract Research Organization (CRO) such as TCTM? As the staff took turns around the table to offer their personal interpretations and insights of the Ritz-Carlton’s credo differentiated to TCTM’s core principles, more questions were formulated. What aspects of “Define and Refine” are required to keep TCTM at top performance in a highly competitive industry? How do we as a company refine our strategic charge? Having been asked these questions allowed the team to begin brainstorming a TCTM specific credo born from the coveted Ritz-Carlton brand.

The Ritz-Carlton credo seeks to enliven the experience of its guests by fulfilling their unexpressed wishes and needs. TCTM has demonstrated this vital credo in the pharmaceutical industry by building a reputation as a proactive company. In the past, when issues or unexpected deadlines surfaced, TCTM team has usually invested enough prior foresight to anticipate a problem and create a solution. Nothing makes a Sponsor or site happier than receiving a response: “Oh yes, I have already taken care of that for you, here is a copy!”. Whereas the Ritz-Carlton has daily-line ups to reinforce their company credo to employees, TCTM utilizes this essential strategy via weekly meetings, all staff members are required to attend and contribute to discussions outlining required tasks and potential challenges for the present week. Fostering a sense of team omnipresence creates heightened awareness and communication across all projects, which magnifies TCTM’s agile responsiveness to sites.

Staff turnover is a significant factor creating site-to-CRO communication deficits, which then leads to lower site responsiveness and a litany of consequences associated with clinical research. With 40,000 plus employees, the Ritz-Carlton prides its success on high standards of employee selection via vigorous and thorough screening of potential candidates. Compared to well know global brands, TCTM has the small business edge by investing time to be highly selective in its hiring process and retaining top talent, this facilitates the continued reliability of the company and its commitment to deliver prompt service to clients

Another Ritz-Carlton credo is treating and giving the guest a sense of personalized service, which then grants respect and high esteem for their brand. TCTM demonstrates this standard by actively listening to our sites and providing a communication style uniquely tailored to fit their needs. By being lightning responsive and providing proactive solutions, these qualities eventually foster a prosperous relationship with our sites. A site that respects and considers their CRO as consistent & reliable will be much better motivated to prioritize and meet their deadlines/obligations. As a small CRO, one of our greatest advantages over the large CROs is our quick response rate and timely resolution to establish results driven stewardship.

To institute the meaning & purpose of Ritz-Carlton’s “Define and Refine”, with regard to a CRO, involves leadership becoming a beacon which functions to illuminate areas of improvement, while guiding their team to sustainable success with consecutive refinement and strategic ingenuity. Leading with confidence as the “Site’s CRO” is TCTM’s credo to serve clients and focus on the path to the future of clinical research.

Sincerely,
Paul Rogers.
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