Human-Centered RTSM Design That Drives Trial Success

How Elosity's UX/UI Centric Approach Enhances Data Quality, Patient Safety, and Operational Efficiency

Endpoint

Executive Summary

Pharmaceutical companies need intuitive, efficient, and safe platforms that reduce burden, ensure protocol adherence, and elevate the quality of trial data. Elosity, Randomization and Trial Supply Management (RTSM) platform built on a foundation of user centricity and patient safety, transforms complex clinical workflows into seamless, user friendly experiences for sponsors, sites, depots, and patients.

By focusing on real world user personas into every stage of our design process and continuously testing and refining with stakeholders, Elosity delivers measurable improvements in trial speed, data accuracy, protocol compliance, and overall user satisfaction that leads to successful drug delivery to market. This paper explores how Elosity improves the quality of everyday clinical operations and health of clinical trials by placing UX at the core of its RTSM design.

Designing with Purpose: Centering the Human Experience

Our Elosity team designs with intention, prioritizing UI and UX from the start to deliver products that are seamless and user friendly. They are critical enablers of patient safety, operational consistency, and data integrity. From the earliest concept through final deployment, every product decision is grounded in a core question:

▶ **Does this make the clinical trial experience better, safer, and simpler for the stakeholders?**

To answer this, our design process starts with comprehensive user persona modeling. These personas go beyond general assumptions to represent the true diversity of end users:

- Sponsor teams monitoring global studies in real-time
- Clinical site coordinators navigating heavy workloads
- Depot and Supply managers ensuring efficient supply chain operations
- Patients participating in complex treatment protocols

Insights we discover from their unique perspectives, pain points, and priorities guide everything we bring into Elosity.

A Rigorous, Iterative Design Process

Elosity's UX/UI development framework consists of four key steps: designed to encourage fast learning, early validation, and continuous refinement:

1 **Discovery of Business and User Needs**

We collaborate closely with sponsors, CROs, and site staff to uncover the true drivers of user success. What data matters most? What tasks are frequent friction points or prone to errors? How does protocol design influence user burden?

2 **Expert Input & SME Collaboration**

Our cross-functional product and operations teams include former site staff, data managers, clinical supply staff and clinical operations leaders. Their insights affirm that Elosity features and flows are grounded in operational reality, not just theoretical functionality.

3 **User Testing Early and Often**

We test wireframes and prototypes with real end users incorporating feedback before development even begins. This minimizes risk, speeds up deployment, and ensures a high level of stakeholder alignment. We try to fail early in the process to explore a wide range of solutions, so we can ultimately deliver optimal user experience.

4 **Fine-Tuning and Iteration**

After launch, we continue optimizing workflows based on real-world usage metrics. We collect feedback and feed it back into our process loop to refine our features.

▶ This cycle of **test, learn, refine** not only ensures design excellence but significantly improves adoption, accuracy, and compliance in trial operations.

"We don't just assume our UX approach works, we measure it."

Why UX/UI Excellence Matters in RTSM

▶ Data Quality

Clean, consistent UI and **simplified** workflows significantly reduce the likelihood of entry errors, omissions, or misinterpretations. When users clearly understand what's required and how to perform each action, tasks are completed more quickly and accurately. The time and effort saved from not having to correct errors allows our team and our sponsors to shift focus toward maintaining the overall health of the studies.

Elosity's Impact:

- Reduced manual data correction and reconciliation efforts
- Fewer protocol deviations due to UI-driven guardrails
- Higher first-time data quality from the site level

▶ Patient Safety

RTSM platforms are central to ensuring patients receive the correct drug, dose, and instructions **on time** and in the **right context**. Elosity's interface helps sites avoid mistakes by guiding them through critical supply and randomization steps with confidence.

UX-Driven Safeguards Include:

- Role specific permissions, warnings, and guide
- Streamlined workflows that minimize cognitive load under pressure
- AI Assisted Help, embedded chat and guided experience
- Seamless login, navigation and help text
- Robust data validation and logic checks

When site users feel supported by the system, patient risk is minimized.

Why UX/UI Excellence Matters in RTSM

▶ Site and User Centricity

Site staff are under tremendous time pressure. The more intuitive a system is, the faster they can randomize, dispense, and track inventory freeing up time to focus on patient care.

Our design reduces:
- Clicks per task
- Training time and onboarding effort
- User errors
- Need for help desk support

Our design increases:
- Site satisfaction and trust
- User confidence in the technology
- Data Quality

Sites that find the RTSM system easy to use are more likely to perform consistently and to share positive experiences with their peers.

▶ Trial Speed and Sponsor Outcomes

When tasks take less time and fewer mistakes occur, trials move faster.

Sponsors benefit from:
- Shorter study startup times
- More predictable supply chain performance
- Faster data lock and submission timelines
- Higher rates of returning customers

Clean UX is a competitive differentiator that can accelerate a program's path to market.

Measuring Success: UX Metrics That Matter

We don't just assume our UX approach works, we measure it. Elosity continuously monitors key performance indicators to track the impact of our design approach across trials:

Metric	Impact
Task Completion Time	↓ 22% across common workflows
Support Requests per Study	↓ 55% after design revamps
Data Error Rate	↓ 28% in first 60 days
CSAT/NPS	↑ 42% compared to legacy systems
Repeat Trial Engagement	↑ 2.5x higher renewal rate by sponsors

The metrics reflect meaningful improvements in quality, safety, and operational efficiency.

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Powered by design.

Conclusion: Endpoint Clinical – Human-Centered RTSM Design That Drives Trial Success

For pharmaceutical companies investing in complex, global clinical programs, the choice of RTSM partner is no longer just about core functionality. It is about user experience, data integrity, and confidence in execution.

Elosity delivers a differentiated experience by prioritizing the people behind the platform. Through thoughtful design, real world testing, and continuous iteration, we empower sites and sponsors to execute studies with greater precision, speed, and safety.

With Elosity, exceptional UX is not just a design thought, it is a trial quality strategy.

Contact us today to learn more or request a personalized demo.

Get in touch

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