

# Navigating Evolving Sponsor Expectations:

## A Practical Guide for CROs



### When sponsors push for decentralization, diversity & speed - CROs need options.

MRN works in partnership with CROs to support recruitment, retention, and reliable trial delivery through community-based visits, sites, and integrated technology. Our services are designed to extend CRO delivery models, reduce operational burden, and protect timelines, budgets, and sponsor relationships - without adding complexity.

### Integrated Technology That Supports CRO Delivery

MRN's validated eClinical technologies support secure data capture from both site-based and community-based visits. Designed to **integrate into CRO workflows**, our platform enables monitoring, oversight, and compliance while supporting flexible trial delivery across geographies.



**50 - 100%**  
Patient **recruitment** increase per site.



**95+%**  
Average **patient** retention rate.



**122,000+**  
Home visits delivered to **patients in their own communities.**

#### **Realistic Budgets**

MRN provides budgets based on **realistic, defensible assumptions**. Unit costs are agreed up front and remain fixed throughout delivery. Costs change **only** if the protocol changes or the scope of services is adjusted, reducing the risk of re-costing and protecting CRO-sponsor relationships.

#### **Reliable Delivery**

Our global delivery model is managed through **experienced central teams**, ensuring consistent execution, visit completion, and data quality across regions. We work closely with CRO quality teams to align on **GCP compliance**, documentation, and site communication.

#### **ROI**

MRN services consistently **improve recruitment and retention by reducing site and patient burden**. Faster recruitment and fewer delays help studies progress more efficiently, balancing MRN service costs while supporting timely study delivery.

#### **Flexible & Fast**

MRN can mobilize quickly and adapt services trial by trial. We **operate across all major regions** for clinical research and can open additional countries as required, enabling CROs to scale delivery while maintaining consistent standards.

#### **Experience & Consulting**

With over **20 years'** experience and more than **120,000 visits delivered across 70+ countries**, MRN brings proven expertise in community-based trial delivery.

CRO partners have direct access to senior MRN leadership for operational support, escalation, and trial design input to maximize the value of MRN's integrated services.

#### **Global Capabilities**

MRN operates across all major regions of clinical trial activity and can open additional countries as required. This enables CROs to maximize internal resources while **maintaining consistent delivery standards**. Where MRN does not have in-country teams, we work with **long-standing partners** operating to the same MRN standards and managed directly by our central teams - with no sub-contracting.

[\*\*SPEAK TO AN MRN EXPERT ABOUT MEETING SPONSOR DEMANDS\*\*](#)