



# Company Overview

## Company Snapshot

[www.veracitylogic.com](http://www.veracitylogic.com)

Interactive Response Technology (IRT) platform designed to meet the needs of the clinical trial industry.

Veracity Logic is an exclusive provider of clinical IRT services.

### Global Reach

Global systems deployed in more than 50 countries

### VLIRT system manages:

- Subjects and activities
- Randomization and Unblinding
- Study drug and dosing
- Shipping and inventory control
- Predictive resupply
- System security
- Role-based functionality
- Integrations with 3<sup>rd</sup>-party EDC systems
- Study-specific alerts and notifications

### Regulatory Compliance

- 21CFRPart11
- EU Annex 11
- International GCP
- EU GDPR

### Headquarters

Research Triangle Park, N.C.

### Founded in 2005

### For more information contact:

David Goldston  
[david@veracitylogic.com](mailto:david@veracitylogic.com)

Veracity Logic specializes in Interactive Response Technology (IRT/IWR/IVR) for the clinical trial industry. In 2003, software engineer Steve Zimmerman began working on a modular and customizable IRT system, leading to the founding of Veracity Logic LLC in 2005 as a clinical IRT solutions company.

David Goldston soon joined the company, bringing more than 20 years of experience in software validation, project management, and clinical data management, including a combined 15 years at Quintiles and PPD.

For more than a decade, Veracity Logic has delivered customized clinical IRT solutions to leading CROs, pharmaceutical and biotechnology companies, and clinical suppliers. The company's flagship VLIRT® system is known throughout the industry for its ease of use, light graphic touch, and clean user interface masking powerful functionality. The company is described by clients as 'ahead of the curve' in its ability to rapidly adjust to inevitable changes during a clinical trial.

Veracity Logic builds trust with clients with its ability to provide custom solutions and reporting tools that meet a trial's specific needs and can integrate successfully with most of the leading EDCs and other eClinical platforms. Lacking such flexibility can result in lost data, missed deadlines and trials in crisis.

Veracity Logic has supported clinical trials in more than 50 countries and 45 languages and has established a reputation for being fast, adaptable, responsive and affordable.

### Market Landscape

The stakes are high in clinical research, with skyrocketing costs to develop a single drug now estimated at \$2.6 billion. The process can take more than a decade and involve thousands of patients. Managing clinical trials with the right IRT partner can help to reduce costs and risk and help to increase speed to market for new drugs.

Interactive Response Technology (IRT) encompasses what was previously known as IVR (Interactive Voice Response – i.e., phone) and IWR (Interactive Web Response) systems used in clinical trials. IVR introduced phone-based services to computerize randomization and drug supply management.

The suite of tools enabled by web-based services accessed on computers and mobile devices fueled expansion of clinical IRT functionality to support trial sites and patients. Services enabled by telephone still play a key role -- for example, when subject diaries need to be collected in areas with limited Internet reliability. Integration of phone and web services, and having

phone-based services as a backup system, remain important features for Sponsors, CROs and trial suppliers.

“A solid product with rich out-of-the-box functionality. A knowledgeable, responsive development team. Veracity Logic follows good processes religiously.”

**CRO Senior Manager of Information Technology**

The industry is rapidly moving from paper to electronic records. Veracity Logic uses a relational database to store all its project data, making it available to clients on demand long before database lock.

## **Practical Configurability**

“Configurable” and “modular” are claims made by many companies providing clinical IRT services. Configurable means that system changes can be made to meet the specific needs of a clinical trial without requiring days of coding by a vendor’s development and technical support team. Modular means clients only pay for the functionality they need. Veracity Logic’s VLIRT® solution was built on a configurable, modular foundation that is technology agnostic for integration with other eClinical systems.

The proprietary building block technology is called AMINO, named for its likeness to amino acids, the basic building blocks of life. Veracity Logic’s modular design provides the flexibility to easily adapt to the specific needs of each clinical trial. This approach also facilitates integration with every EDC platform when customers are assembling a “best of breed” approach.

“The Veracity product is very user friendly, which is important to our team and for compliance at a site level. This includes, providing access to the clinical and supply teams and sites through running reports and tracking product.” **CRO Director of Project Management**

Clinical IRT is never a one-size-fits-all magic bullet because each clinical trial is unique. “One hundred percent configurability” is not only a common myth, but undesirable since it would limit what a system can do. Veracity Logic often receives requests for functions that are not built into the platform. The strength of configurability is that coding time for adaptations is reduced to a bare minimum. The strength of the modular design is that clients in many cases will not have to pay for features that are not needed for a given project. Veracity Logic’s AMINO technology provides the flexibility to focus on the features customers want. Veracity Logic can import or export clinical IRT data in CSV, XML, or TXT format on a cumulative, scheduled or real-time transactional basis. VLIRT® communicates with other systems via direct communication using web service requests or via secure File Transfer Protocol (sFTP) when web services are not available.

## **Role-Based, User-Centric Approach**

The flexibility of the GDPR/21CFRPart11-compliant VLIRT® system puts control of the study where it belongs. Team leaders can be empowered to make changes without involving technical support staff. Project managers, for example, can manage the addition, activation, editing and deactivation of study sites and users. Management capabilities can also be assigned to other users, for example site investigators or monitors. Project managers can also manage changes to the quantity and alert levels that trigger shipments.

“The strength of Veracity Logic is the ability to implement a system very quickly. It is built as a very easy-to-use system that has all the functionality needed. The simple, intuitive user interface means that I can pull the reports I need without having to ask someone on the back end to do it for me. I also appreciate the “paper trail” or approval documents whenever we need to make changes.”

**Sponsor Project Manager**

Veracity Logic’s user-centric approach to reports also puts control in the hands of the study team. Instead of having a suite of “canned reports,” each data table in the VLIRT® system allows a one-click data export in a table structured format (.CSV) to the user’s preferred tool for reviewing data, e.g., Excel, SAS.