



VERACITY LOGIC

Efficient Clinical IRT Technology

ve·rac·i·ty
və'rasədē/

Noun: Truth; accuracy;
conformity to facts.

Truth In Science, Truth In Relationships

You see it everyday ... "World Leader, Best In Class, Global *This* or Global *That*" ... if you remember our article "[Not All Software Is Created Equal](#)", then I'm sure you'll agree that ***all corporate teams aren't created equal either!***

Veracity Logic's stellar, user-friendly, easily configurable **Interactive Response Technology (IRT)** system is getting raves from users for its ease and flexibility because the people behind it know what matters in the world of clinical trials ... and in life!

We believe that software, as important as it is, is just software. What makes the difference in a clinical trial experience is relationship...yours with your vendors, ours with our clients. Real people working toward the same goals. Even though our leadership team has more than 45 years of combined experience providing excellence in clinical systems development and project management, what matters most is that we're real people, with families, friends, and hobbies ... just like you. And we're here to help.



Contact [David Goldston](#) at 919-636-4780 for a demo.

Say Hello to Our Veracity Logic Team



When Steve Zimmerman, the founder of Veracity Logic, isn't building IRT systems, he's fly-fishing. This beauty got released right after having its picture take



David Goldston, Managing Director of Veracity Logic, turns his attention to the lathe when he's not overseeing company tasks. David loves to turn bowls and wine stoppers for his friends...he might even do one for you!



When she isn't configuring IRT systems, Jodi Robinson, Senior Technical Analyst, likes to return to the old ways of artistry – blacksmithing, making homemade soaps, and more. Doodlebug, her cat, can pretty much sleep anywhere.



Toni Goodyear, Senior Quality Analyst, spends her free time finding creative ways to off people... for mysteries and crime stories, that is. As a former journalist and a member of Sisters in Crime, she knows for sure that there's nothing more fun than a good mystery.



When he isn't cheering on the Carolina Panthers or lifting weights, Patrick Goldston, Veracity Logic's tester and help desk guru, best loves taking the family dog Emme for a good run.



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Leadership Team

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Steve Zimmerman  

Founder & Director of Operations

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David Goldston  

Managing Director

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Previous Issues

[Not All Software Is Created Equal](#)

[Predictive Resupply](#)

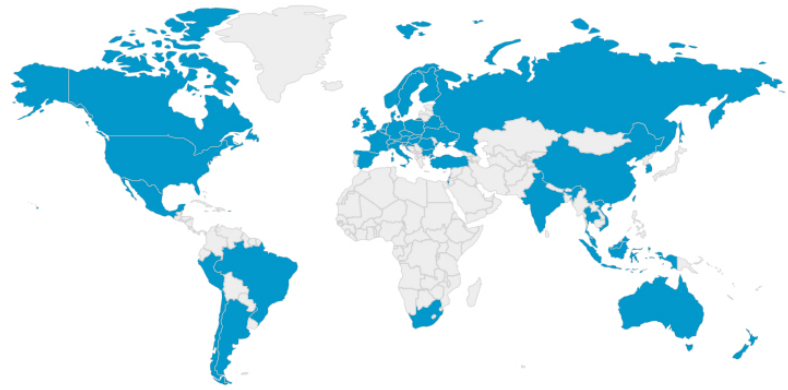
[Simplifying Trial Technology](#)

[The Thinking IRT](#)

[IVR / IWR System Development](#)

[Configuration: Start-Up Speed](#)

[Implementation Speed](#)



Global Experience

Veracity Logic has more than 10 years experience delivering customized IRT solutions for the Pharma and Biotech industries. Our VLIRT® IWR/IVR system has been deployed across 100+ studies, to more than 3,500 sites throughout 45+ countries and in more than 45 languages. We have experience across a wide range of therapeutic areas and patient populations.



Adaptable IRT

It happens all the time in the world of clinical trials – midway through the study, something has to change. Veracity Logic’s VLIRT® system has been described by users as “**easy to adapt to mid-course corrections**” in a



Diverse Rand Options

VLIRT® accommodates diverse approaches to subject randomization, customized to the needs of each clinical trial: **Dynamic, interactive, adaptive, static, balanced, subject**



Predictive Resupply

The VLIRT® system **predictive resupply methodology** uses a “look ahead” mechanism based on the existing subjects, their visit schedules and the **anticipated drug**

time frame that doesn't break the trial.

Veracity Logic is **ahead of the curve** vis a vis our competitors when it comes to getting system changes into production. The key is configurability. [A brief demo of our IRT platform](#) will help you see for yourself. [More](#)

replacement ... and more.

Veracity Logic staff works with your biostatistical staff or vendor to produce the best results, even with the most complex of study designs. [More](#)

supplies required for shipment requests for clinical sites.

By anticipating supply requirements for both new and existing study subjects, VLIRT® minimizes drug supply shipments and **optimizes supply** at clinical sites. [More](#)

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Contact [David Goldston](#) for RFP, RFI and partnering opportunities

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