Medrio Reports Significant Growth in 2018 after a Year of Enhancements to the Customer Experience

The success of Medrio customers further establishes Medrio as a leader in meeting the eClinical needs of early-phase pharma, medical device, and diagnostics trials.

SAN FRANCISCO (PRWEB) February 07, 2019 -- Medrio, the leading provider of eClinical technology for early-phase pharma, medical device, and diagnostics clinical trials, has commenced 2019 on a wave of momentum from an exceptionally successful year for the company and its customers. These successes demonstrate the company’s ability to remain a leader at time of shifting regulations and rapid technological innovation across the clinical research industry.

In 2018, the company took significant steps to enhance the customer experience, and witnessed numerous customer wins throughout the year.

- eConsent – In October, the company released Medrio eConsent, an innovative tablet application that further streamlines site operations; enhances patient comprehension with graphics, videos, and quiz modules; and strengthens regulatory compliance.
- eSource – Medrio released two upgrades to its eSource tablet application to improve the user experience of its growing eSource user base.
- Executive staff expansion – The company hired a new Chief Commercial Officer, Steve Geffon, to oversee Medrio’s global sales, and Vice President of Business Development, Todd Rutishauser, as V.P. of Business Development for the Eastern region of the U.S. Both come to Medrio with years of experience in the eClinical space. Medrio also accelerated its international expansion with new staff in the EMEA and APAC regions. These additions will better enable Medrio to deliver support and customer success resources to customers across the globe.

In light of these developments, Medrio’s bookings grew by well over 30% over 2017, in part because it secured 71 new customers, largely in early-phase pharma, medical device, and diagnostics clinical research, further asserting the company’s dominance in these key areas. The company also retained a larger number of existing customers than ever before, including a large deal with Altasciences, a full-service CRO specializing in preclinical and early phase clinical research.

“As a result of continued investment in our market leading platform and focus on customer success, I am pleased to report year-over-year bookings growth of over 30% driven by new customer acquisition as well as multi-year enterprise agreements in early-phase pharma, medical device, and diagnostic clinical research,” commented Steve Geffon, CCO of Medrio.

“Medrio has, for a long time, been catering to the eClinical needs of early-phase pharma, device, and diagnostics clinical researchers, and the success we’ve seen our customers in those areas achieve this year shows that those efforts are paying off,” commented Mike Novotny, founder and CEO of Medrio. “This year we look forward to continuing to deliver ease of use and simplicity to researchers who have struggled, in the past, to find a platform that meets the needs of their studies.”

In the wake of these successes, Medrio is entering 2019 with considerable momentum for the company’s continued growth and expansion.
About Medrio
Medrio is the leading provider of eClinical technology for early-phase pharma, device, and diagnostics clinical trials. Founded in 2005, the company's cloud-based EDC, eSource, eConsent, and ePRO solutions deliver fast, flexible, and easy-to-use tools for the collection and management of clinical data and patient reported outcome responses. Study sponsors and contract research organizations have used Medrio extensively in clinical trials across a wide array of therapeutic areas, with notable success in oncology, infectious disease, and more. Medrio has extensive experience in all study phases and leads the market in early-phase trials. The company serves over 500 customers globally, with headquarters in San Francisco and offices in numerous domestic and international locations. For more information, please visit [www.medrio.com](http://www.medrio.com).
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