

CRONOS CLINICAL CONSULTING SERVICES CASE STUDY



[01] **Cronos Clinical Consulting Services goes above and beyond for its clients and surpasses its competition with a HIPAA-compliant video-recording functionality from SOUTHWORKS.**

[02] **SITUATION**

Cronos Clinical Consulting Services (Cronos) monitors and analyzes data for clinical trials concerning the central nervous system (CNS). The company is expanding into clinical trial management, but it specializes in evaluating subjective data about patients collected during studies for pharmaceutical companies.

A recent CNS study required a technical aspect that would allow a patient to record his or her interview remotely and then send it to a reviewer for further analysis. This functionality also had to be in compliance with the Health Insurance Portability and Accountability Act (HIPAA). In other words, Cronos couldn't collect any identifying patient information, its servers had to store the videos securely, and reviewers had to access the videos in a way that fully protected the patients' identities.

Cronos sought to achieve its goals with the creation of a video-recording application. The specialty clinical service solutions provider knew it'd be difficult to develop such an application within HIPAA compliance standards, but an associate suggested SOUTHWORKS would be able to help bring Cronos's vision to life.

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[FULL QUOTE]

“The SOUTHWORKS team went beyond our requirements—we ended up with having a better product than what was expected. There were some technical challenges, but they solved them and brought more value out of the product. They were flexible in terms of our needs and very, very good at this—totally different from other companies.”

– *Guillermo Di Clemente, President, Cronos Clinical Consulting Services*

[03]

SOLUTION

SOUTHWORKS leveraged AWS to develop a software solution for Cronos that provided a secure video-recording backbone and its companion mobile-friendly app for Android and iOS. This functionality made remote assessments possible, which proved especially critical during the COVID-19 pandemic.

“The mobile part is an added value that SOUTHWORKS was able to bring,” said Guillermo Di Clemente, President of Cronos. “Now clients have an app and can do remote assessments without us deploying any hardware to the patient.”

SOUTHWORKS’s solution also makes sure Cronos has all of its bases covered in regard to HIPAA compliance.

“The software application integrates with our platform and securely connects the two parties,” said Guillermo. “We don’t track the cell phone number, location, user, anything at all. The patients just download our app through a QR code that we provide. There’s no link that we send that somebody can copy and share.”

From start to finish, SOUTHWORKS made sure that it fulfilled the requirements that Cronos set and that the solution Cronos received was customized to its range of use cases.

“It was a very good experience in terms of how the SOUTHWORKS team responded to our needs,” said Guillermo. “They adapted to the way that we presented information and the way that we wanted to go. They listened to us and very clearly presented the pros and cons of each of the services. It was a very pleasant interaction in terms of getting advice from them. The service that we ended up using was the result of hours that SOUTHWORKS spent researching.”

Not only has SOUTHWORKS’s software solution achieved Cronos’s goals, it has provided Cronos with a distinct advantage over its competitors.

“We absolutely have a competitive advantage because now our clients have an amazing tool that they can use in many different aspects of other clinical trials,” said Guillermo. “SOUTHWORKS created it in a way that is absolutely customizable and flexible, so there’s no limitations on providing what the client might need.”

Satisfied with the outcome of the project, Cronos asked SOUTHWORKS to work on several additional projects, including a document repository and task scheduler enhancements to improve its critical infrastructure resilience platform.

“They did a great job with that, too,” said Guillermo. “They did an awesome job.”

[04]

RESULTS

- > **Easy-to-use, customizable software solution**
- > **Secure, HIPAA-compliant mobile application**
- > **Superior advantage over competitors**
- > **Responsive and flexible production support**
- > **Swift resolution of issues**

