

A Proposed Business Model for the Clinical Research Ward in HPUPM

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What is the objective of the Clinical Research Ward (CRW)?

CRW is a facility that aligns with the vision and missions of the Clinical Research Unit (CRU). Operated fully by the CRU, it is hoped that the CRW can improve the quality and impact of clinical research at HPUPM.

What is a business model?

A business model is a framework that guides the conduct of a sustainable business (i.e., the ability of a business to survive and stay competitive in a long run). In this article, we illustrate how the business model proposed by Alexander Osterwalder will guide the operation of CRW at HPUPM. We adopted six out of nine domains in this model, namely 1) key partners, 2) key activities, 3) value propositions, 4) key resources, 5) customer segments, and 6) revenue streams.

Vision and Mission CRU HPUPM

VISION

To be an internationally renowned clinical research institution.

MISSIONS

- To improve the quality of clinical research.
- To improve patients' health outcomes through ethical and quality clinical research.
- To develop and foster good networks and linkages in clinical research.

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Who are our key partners?

- CRW's key partners consist of experts from various clinical disciplines in HPUPM.
- These include specialists from all departments in HPUPM
- In addition, we also build strong business relationships with Clinical Research Malaysia (CRM), a clinical trial center under the Ministry of Health, Malaysia as well as with various pharmaceutical industries locally and internationally

2 What are our key activities and
&
3 Value proposition?

- CRW is a one-stop center for clinical trials.
- Key activities include administrative services in research, monitoring of clinical trials, providing training in research, and forming networking with other research institutions

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What are the key resources?

- The CRW is equipped with all necessary and well-maintained facilities. We have spacious and conducive areas for research activities and study participants.
- Participants' privacy during history taking and examination can be ensured thanks to our dedicated consultation rooms.
- Principal investigators, study coordinators, research assistants, and other personnel involved in the trials can have working rooms/stations at the CRW.
- Besides physical facilities, CRW has experienced human resources, and a good number of experienced study coordinators.

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Customer Segments

- Our target customers mainly involve investigators from HPUPM and other collaborating hospitals in the country, private industries and pharmaceutical sponsors, and clinical research organizations locally and internationally.

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What are our revenue streams?

- We gain income via the provision of administrative services and research facilities. Customers using the CRW are chargeable for administrative fees of 5-10%, depending on the types of grants available. Meanwhile, the charge for the facilities is highly dependent on the duration of usage. Inquiry and consultation on the specific rates are welcomed.