Navigating Sponsor Objections:

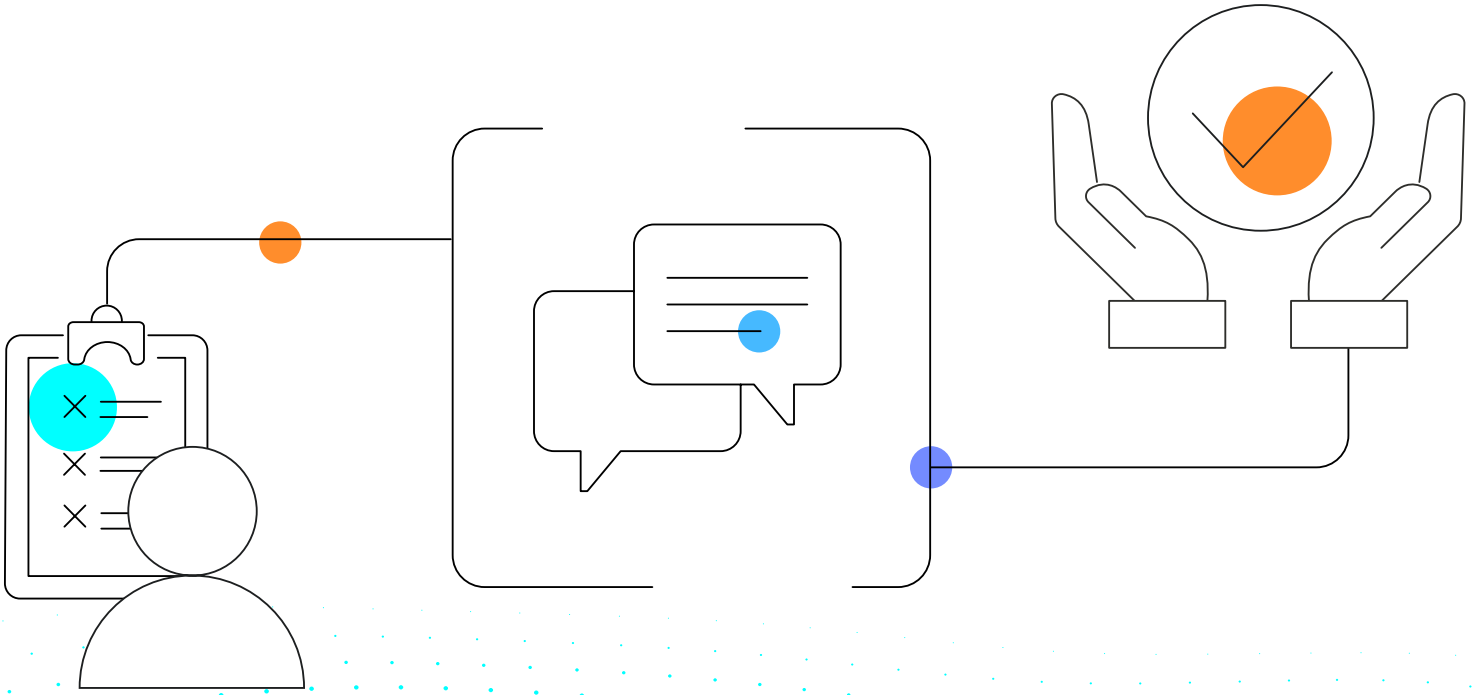
A Messaging Playbook for CROs

medrio

“Our research pipeline is frozen—every conversation ends with ‘call us next quarter.’”

Sound familiar? Turn sponsor hesitations into opportunities with Medrio’s team-tested responses.

Common Objections



We don’t have the budget.”

Acknowledge

We understand you are facing difficult financial decisions right now.

Reframe

Deferring research may reduce your operating expenses in the short term. However, it can have a long-term impact on your organization’s competitiveness and viability.

Timely clinical trial data is:

- **Essential for Differentiation and Premium Positioning:** Clinical trials generate the unique efficacy and safety data needed to support standout marketing claims and justify premium pricing — a key advantage in crowded therapeutic areas.
- **Foundational for Investor and Regulatory Confidence:** Robust trial data strengthens investor pitches, supports regulatory approvals, and demonstrates scientific credibility, all of which are critical for securing funding and market access.
- **Non-Negotiable for Competitive Survival:** Without clinical trial results, companies lack the evidence required to prove product value, making it nearly impossible to compete effectively or meet regulatory and payer demands.

Questions to ask and actions to take on next page

We don’t have the budget.” **cont.**

Probing Questions

- How do you prioritize which trials move forward and which get delayed?
- What would need to be true for the budget to be available in Q3 or Q4?

Way Forward

- While you are in this holding pattern, we can help you build lean, compliant CRFs — so you can move as quickly as possible once budget is available.
- We can share references and case studies.
- We’ve helped other sponsors in your position to:
  - ✓ Incorporate decentralized and hybrid trial models to reduce the need for physical site visits and lower site management costs.
  - ✓ Implement eSource workflows to streamline data capture, reduce manual transcription errors, and minimize manual labor.
  - ✓ Select technology partners with a lower total cost of ownership.

Medrio CDMS/EDC has built-in, time-saving reporting tools and a no-surprise subscription model with unlimited sites and users.

We're waiting on regulatory clarity."

Acknowledge

We understand the regulatory environment in the U.S. and international markets is currently marked by significant disruption and delays, impacting policy clarity and business planning.

Reframe

While it might be tempting to defer research initiatives until conditions settle down, economists project that this uncertainty will continue through 2028.

Continuing forward momentum will help:

- **Maintain Competitive Advantage:** Delaying research initiatives can put first-mover advantage and/or existing market share at risk. Technology evolves rapidly, and others who embark on research will have an advantage. Plus, as other sponsors delay, you'll face less competition for patients and sites.
- **Secure Future Funding and Partnerships:** Delaying your study now can push back critical milestones, leaving you without the data needed to attract future investment or strategic partners. Sponsors who stay on track are better positioned to build a compelling case—and seize long-term growth opportunities.
- **Make an Impact for Patients:** Regulatory and economic shifts don't pause the need for life-saving treatments. Staying committed to research ensures you continue delivering impact to patients.

Questions to ask and actions to take on next page

We're waiting on regulatory clarity."

cont.

Probing Questions

- Which specific areas of the regulatory process feel most unclear right now?
- How are you balancing risk and progress across your portfolio?
- If you could reduce complexity or cost without slowing things down, would that change your perspective on moving forward?
- Have you considered using this quieter period to make progress while competition may be holding back?
- What would give you the confidence to move forward now—even if it's in a phased or lower-risk way?

Way Forward

- Since your prior timelines are already stretched, rather than extending the delay, let's work together to identify ways to make your trial as efficient as possible.
- We've helped other sponsors in your position to:
  - ✓ Design their trial to capture the specific information they need and eliminate excess "nice to have" fields or queries.
  - ✓ Bring in our regulatory experts to talk with your broader team about your draft protocol and insights about ways to streamline/design for future approval.
  - ✓ Build eCRFs in a sandbox environment to accelerate execution when the time is right.

Medrio increases flexibility and agility by using a configurable, no-code platform that allows us to make changes quickly and with minimal study disruption.

Taking advantage of **Medrio's pre-sales sandbox environment** allows you to configure and test eCRFs in Medrio CDMS/EDC in advance. This ability significantly accelerates study start-up times once sponsors are ready to go live.

We have established vendors. Now is not the time to make changes.”

Acknowledge

I completely understand — a lot of companies are focused on stability right now.

Reframe

Uncertainty rewards adaptability — and the companies that proactively evaluate better tools, partners, and workflows are often the ones that gain competitive ground while others stand still.

Adaptability is imperative for:

- **Cost and Efficiency Gains:** With budgets tightening and pressures mounting, new vendors may offer lower-cost, higher-efficiency solutions that free up resources or reduce risk. Even if a switch isn’t immediate, understanding alternatives creates leverage with current vendors.
- **Flexibility to Navigate Regulatory and Market Shifts:** The current regulatory landscape is in flux—from data privacy to global compliance. Exploring vendors with stronger compliance capabilities or more agile tech can help you future-proof operations.
- **Competitive Advantage:** While some companies freeze decision-making in uncertain times, leaders use this period to optimize for resilience and speed. A better vendor might offer automation, integration, or insights that drive better outcomes now and scalability later.

Questions to ask and actions to take on next page

We have established vendors. Now is not the time to make changes.”

cont.

Probing Questions

- When was the last time you evaluated your tech stack or vendor performance?
- If you had to make a change this year, what would you most likely change first?

Way Forward

- Exploring doesn’t mean committing. Even if you’re not ready to switch, would it make sense to explore what’s possible so you’re prepared when the timing is right?
- If you’re open to a quick 20-minute call, I can walk you through the typical switching point teams hit. Worst case, you’ll have a stronger sense of the options if things evolve. Interested enough for further discussion?

We plan to collect trial data on paper.”

Acknowledge

We understand that many sponsors are reducing R&D budgets to offset tariffs and other supply chain concerns.

Reframe

Using paper may seem like a cost-effective option right now, but paper-based processes have unacknowledged risks.

The risks of using paper are:

- **Additional Expenses:** Paper-based processes add extra costs by increasing the need for monitoring, source data verification, paper-to-digital transcription, data cleaning, and data analysis.
- **Delayed Access to Trial Data:** Collecting data on paper creates blind spots since you can’t draw insights from trial data until the end of the study. This risk is a lost opportunity for mid-study adjustments based on real-time insights.

Questions to ask and actions to take on next page

We plan to collect trial data on paper.” **cont.**

Probing Questions

- When was the last time you evaluated your tech stack or vendor performance?

Way Forward

- Rather than using paper for your trials, let’s work together to execute your trials as efficiently as possible.
- Want to run the numbers together? We can show what paper really costs and when eSource pays off.
- We can share how we’ve worked with sponsors in your position to build lean, compliant CRFs by:
  - ✓ Incorporating decentralized and hybrid trial models to reduce the need for physical site visits and lower site management costs
  - ✓ Implementing eSource workflows to streamline data capture, reduce manual transcription errors, and minimize manual labor
  - ✓ Selecting technology partners with a lower total cost of ownership

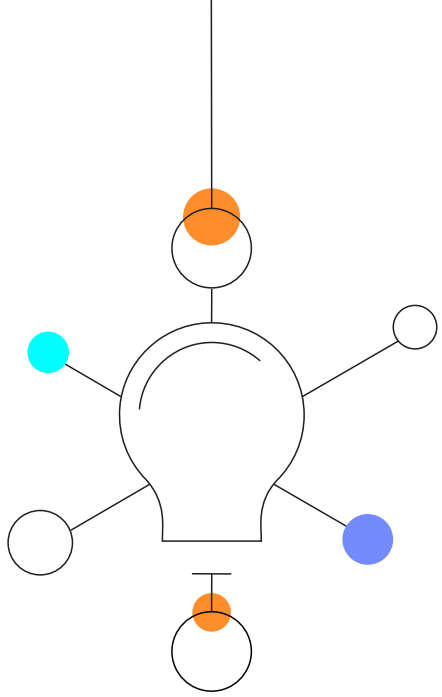
Medrio has calculators for CRO partners to support this discussion.

Medrio CDMS/EDC has built-in, time-saving reporting tools and a no-surprise subscription model with unlimited sites and users.

About medrio

Trusted by sponsors, CROs and sites worldwide, Medrio aims to improve 100 million lives through faster, more efficient, and secure clinical trials. With almost two decades of experience, Medrio delivers proven, scalable solutions, unrivaled customer support, and guidance to the industry's leading innovators, including pharmaceutical, biotech, medical device, diagnostics and more.

The company's suite of solutions, including CDMS/EDC, eCOA/ePRO, eConsent, and RTSM, enables the capture of quality clinical trial data while optimizing workflows for regulatory readiness. Experience the power of Medrio and realize the full potential of your clinical operations and outcomes.



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