



A network of clinical research sites with centralized governance, local execution, and a focus on performance

Mediadvantage Clinical | Site Partners | México

www.mediadvantageclinical.com

www.mediadvantage.net





Who are we?

We are a network of clinical research sites based on the **Mediadvantage Clinical** operating model.

We bring together research centers and site partners under a common framework for governance, planning, quality, and performance monitoring, while preserving each site's clinical and recruitment capabilities.

**A network. An operational model.
Multiple local capabilities.**

Our goal is to provide sponsors and CROs with access to sites that feature standardized operations, centralized visibility, and local accountability.





The problem we solve

Sponsors and CROs face an additional challenge when working with multiple sites:

- Variability in performance across centers.
- Differences in processes and operational capacity.
- Lack of early visibility into underperforming sites.
- Inconsistent recruitment.
- Fragmented management of operational issues.
- Need to interact individually with multiple structures



A network creates value when it can transform multiple sites into a coordinated and measurable structure.



Our Value Proposition

Centralized Governance

Common
Standards and
Cross-Sectoral
Oversight

Local Execution

Each Site Partner
retains its own
clinical and
operational
capacity

Strategic Recruitment

Protocol-Specific
Strategies

Built-in Quality

Risk monitoring
and prevention
through a
centralized
structure

Performance Visibility

Cross-site
comparable
metrics and early
detection of
deviations

The Mediadvance Network Model

Mediadvance Network combines centralized management with local execution, allowing Site Partners to be integrated under common standards without compromising each center's unique clinical capabilities.

CENTRALIZE

Governance | Quality | Regulatory | Metrics

STANDARDIZE

Processes | Training | Performance Management

LOCALIZE

Investigators | Patient Population | Recruitment | Clinical Implementation



Our Site Partner Model

Our Site Partners are integrated into a common operational structure, with a local Clinical Unit responsible for conducting the study and maintaining direct contact with investigators and participants.

SITE PARTNER

- Clinical Unit
- Study Coordination
- Pharmacy
- Recruitment
- Nursing
- Local Administration

CENTRAL SUPPORT

- Quality
- Regulatory Affairs
- Strategic Planning and Execution
- Pharmacovigilance
- Network Operations



Our Operating Model

A single operating model across the entire network

- Structured Feasibility Process
- Planning Based on Research
- Recruitment Strategy
- Monitoring Using KPIs
- Preventive Risk Management
- Quality Control
- Escalation and Decision-Making

The goal is not for all sites to be identical; it is for all of them to operate under the same principles of oversight, measurement, and accountability





Recruitment with a Structured Approach

At **Mediadvance Network**, recruitment is strategically managed at the protocol-level and carried out in accordance with the local capabilities of each site.

- Population profiling by Site Partner.
- Enrollment projections by center.
- Periodic comparison of performance across sites.
- Redistribution of resources when actual performance deviates from the plan.

This approach maximizes the likelihood of meeting goals while reducing operational waste.



Achieving goals
requires
planning,
not just effort

Metrics that Matter

At **Mediadvantage Network** we track metrics focused on execution and recruitment:

Recruitment

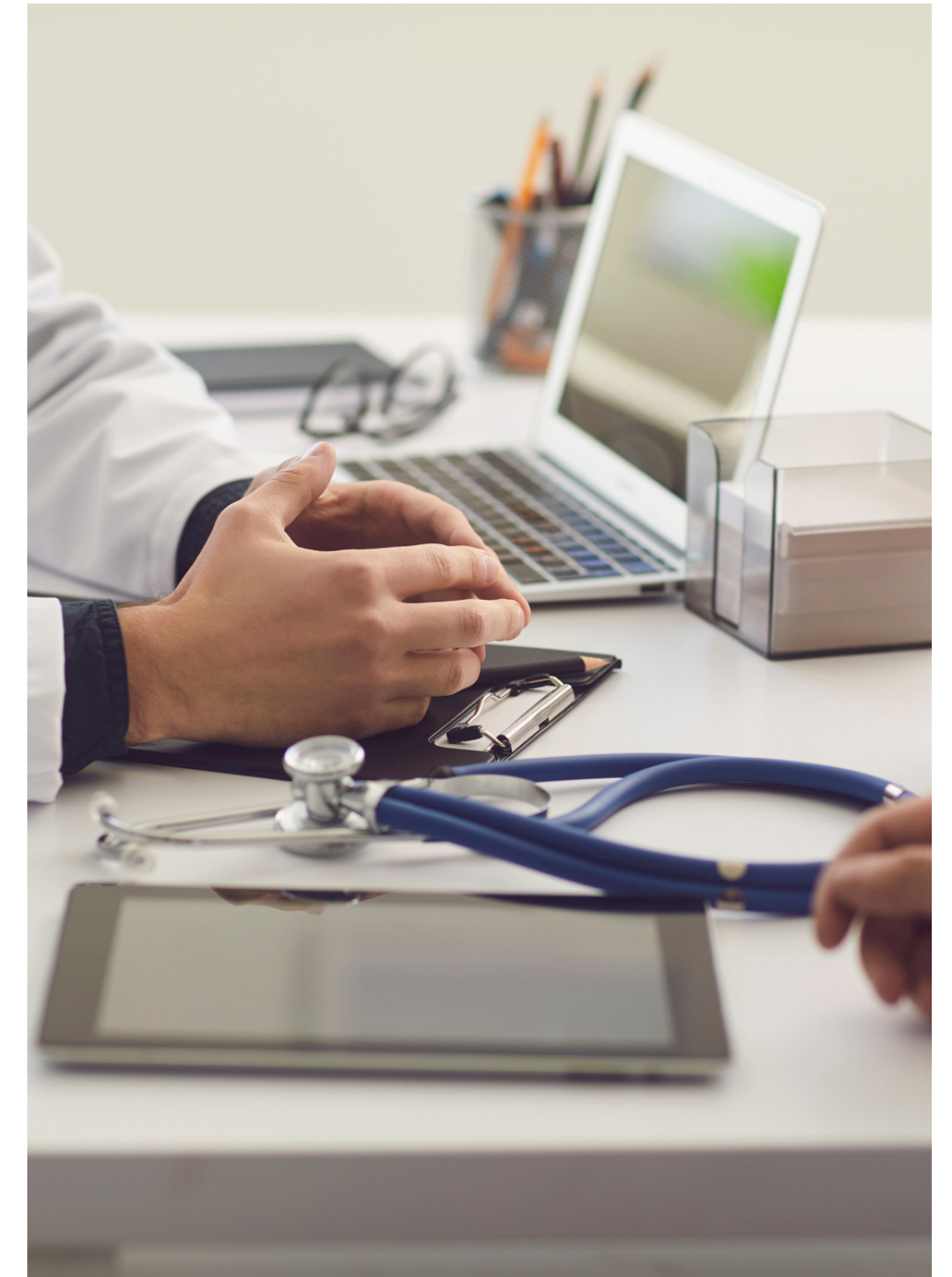
- Screening
- Randomizations
- Enrollment vs. Commitments
- Screening Failure Rate
- Recruitment Funnel

Operations

- Study Milestones
- Open Findings
- Query Resolutions
- Protocol Deviations

Quality

- Findings
- CAPA status
- Recurring Deviations
- Training Compliance



Site-level data. Network-level visibility

Therapeutic Areas and Researcher Network

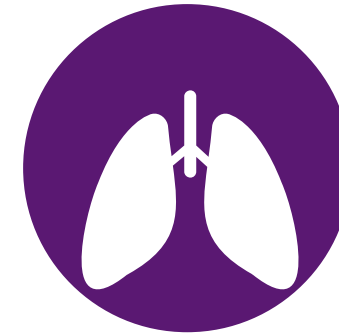
Mediadvance Network primarily participates in studies whose investigators have years of clinical research experience and are top recruiters at the national and Latin American levels.



Rheumatology



Medical Oncology



Pulmonology



Endocrinology



Pediatric
Pulmonology



Oncologic Surgery



Dermatology



Cardiology

Our Network



Mediadvantage Clinical
Chihuahua, Chih.
Operating Site Matriz



COEM Mediadvantage
Tampico, Tamps.
Site Partner



Our Commitment

At **Mediadvantage Network** we are committed to:

- Onboard site partners based on defined criteria for capacity and feasibility.
- Honestly assess feasibility before making enrollment commitments.
- Maintain high standards of operation and quality.
- Provide early insight into performance and risks.
- Intervene when a site deviates from the plan.
- Maintain transparent communication with sponsors and CROs.

Our goal is to fulfill our commitments transparently, not to promise unrealistic results.



Team and Leadership

Mediadvance Network operates with a well-defined leadership and execution structure, consisting of:

- **Executive Leadership**

Strategic Direction and Institutional Relations.

- **Network Operations**

Monitoring the performance of the network and Site Partners.

- **Clinical Operations**

Clinical implementation and study coordination.

- **Quality**

Independent oversight, prevention, and continuous improvement.

- **Regulatory Affairs**

Strategy and Regulatory Support.

- **Strategic Planning and Implementation**

Feasibility studies, KPIs, OKRs, analyses, and action plans.



**Central leadership provides oversight;
local teams remain responsible for
implementation.**





One Network Multiple Opportunities

Mediadvantage Network offers sponsors and CROs a centralized platform for collaboration, enabling them to access a wide range of clinical research resources and diverse patient populations.

- **Signle-site opportunities**
 - Selecting the site with the greatest capacity for the study.
- **Multi-site opportunities**
 - Simultaneous evaluation of different Site Partners.
- **Opportunities for Network Expansion**
 - Identification and strategic integration of additional capabilities when required by the clinical trial.

One relationship. Multiple sites. Shared standards.

Let's talk!

[Visit our website](#)





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