

DM Clinical:

Relationships + Experience = Trust

From Principles to Practice: Bringing the Playbook to Life

The Collaborate Forward Playbook from SCRS outlines four pillars of successful collaboration: leadership support, operational impact, information governance, and feedback loops.

At DM Clinical Research, those pillars come together in a way that is both practical and measurable.

One moment, described by Stephanie Ailey, VP of Business Development for DM Clinical, brings it all into focus:

Late one night, a sponsor encountered a feasibility issue that risked delaying a study. Instead of waiting until the next business day, the sponsor reached out. Stephanie and her team responded immediately, resolved the issue, and enabled the site to move forward without disruption to the study or patient care.

The outcome was not accidental. It was the result of how the organization operates across all four pillars of successful collaboration.

Leadership Support: Setting the Expectation for Responsiveness

At DM Clinical, leadership defines what good partnership looks like. Patients come first. Partners are treated as part of the team.

That expectation creates clarity across the organization. Teams know that responsiveness is not optional, especially when patient timelines are at stake. Further, responsiveness alone is not enough. Teams are expected to resolve issues. That is what builds trust.

In the late-night feasibility scenario, leadership behavior was already understood. There was no hesitation about whether to engage or escalate. The priority was clear and the prompt response followed.

Leadership, in this case, removes ambiguity and accelerates action across teams, studies and partnerships, leading to real impact.

- Teams act quickly without waiting for direction
- Patient timelines stay on track without unnecessary delays
- Sponsors gain confidence that issues are resolved earlier, before impacting timelines

Operational Impact: Experience that Enables the Right Response

Responsiveness alone is not enough. Teams also need the operational knowledge to act decisively.

DM Clinical prioritizes hiring team members who understand site operations and know how to navigate challenges in real time. That experience shapes how issues are assessed, escalated, and resolved.

In the feasibility example, the team did not just respond quickly. They responded with solutions. Experienced staff understood how to escalate the issue, who needed to be involved, and what steps would move the study forward.

To support this level of execution, DM Clinical reinforces clear processes and shared expectations across teams, ensuring that both experienced and newer staff can operate with consistency.

From day one, employees are equipped with clear expectations, defined processes, and access to the information they need to act decisively. This allows newer team members to follow established pathways, escalate appropriately, and contribute effectively from early in their tenure.

That same operational strength is evident in day-to-day execution. Clinical and data teams work in near real-time, reducing delays and improving coordination.

The result is consistent performance across both experienced and growing teams:

- Issues are resolved with clear, actionable solutions
- Escalations are efficient, even as teams expand
- More predictive and faster study start-up timelines

Experience sets the standard. Training ensures the standard scales.

Information Governance: Scaling Culture with Consistency

As DM Clinical continues to expand across sites and geographies, maintaining consistency requires structure.

The organization aligns hiring, onboarding, and training to its core values, ensuring that expectations are clear and consistently applied across the network.

Structured onboarding programs span executive, clinical, and medical roles, supported by standardized materials covering standard operating procedures (SOPs), policies, and cultural expectations. Reinforcement at 30, 60, and 90 days ensures alignment is sustained over time, not just introduced at the start of employment.

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This foundation creates clarity across teams, locations, and roles, enabling individuals to operate within a shared framework as the organization grows.

This results in consistency at scale:

- Teams operate with shared expectations from day one
- Performance remains aligned across locations
- Growth is supported without introducing variability

This balance of experience and training ensures that performance is not dependent on individuals, but embedded in how the organization operates.

Feedback Loops: Building Relationships that Enable Action

Strong relationships are what enabled the sponsor in the original feasibility scenario to reach out with confidence.

At DM Clinical, feedback loops are embedded both internally and externally. Themes stay aligned through regular communication, and challenges are addressed through structured, collaborative problem-solving.

Over time, this approach builds trust with sponsors and CRO partners.

In our original feasibility scenario, the sponsor knew exactly who to contact. More importantly, they trusted that reaching out at such a late hour would be welcomed and would lead to a response. That trust is built through consistent communication, transparency, and follow-through.



Internally, DM hosts “Lessons Learned” sessions to ensure that each challenge strengthens future performance.

Feedback loops do more than solve problems. They strengthen relationships and have a real impact.

The Outcome: Trust that Moves Studies Forward

The Collaborate Forward Playbook defines the pillars of successful and effective collaboration. DM Clinical demonstrates how those pillars work together in practice. One moment highlights how leadership set expectations, experienced teams delivered solutions, governance enabled clarity, and strong relationships made the connection possible.

The result is simple but meaningful: A study stayed on track. Patients were not impacted.

That is how trust is built.

- Trust from sponsors who know they can reach out to the right person at the right time
- Trust from teams who understand how to act and respond
- Trust from patients who rely on consistent, uninterrupted care

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When trust is present, collaboration becomes a competitive advantage.

Collaborate Forward Takeaways

- **Leadership creates clarity.** Teams act faster when expectations are clear and consistent.
- **Experience drives solutions.** Knowing how to escalate is as important as responding quickly.
- **Governance enables consistency.** Clear structures support confident decision-making.
- **Feedback builds trust.** Strong relationships encourage open communication and early engagement.
- **Trust accelerates progress.** When partners know they will be supported, issues are addressed earlier and studies move forward faster.

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Let's keep moving forward. **Together.**

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