

Nimble, Not Noisy

How TD2 Is Strengthening Site Collaboration Through Data and Shared KPIs

The clinical trial landscape is increasingly shaped by complexity, particularly in oncology. Precision medicine protocols, narrow eligibility criteria, and evolving therapeutic approaches make strong site partnerships essential. For **TD2**, a specialty contract research organization (CRO) focused on oncology, that challenge is met not through scale, but through agility, intentional listening, and strategic collaboration.

In this **Collaborate Forward** spotlight, we met with **April Coburn, Director of Site Services** at TD2 to explore how TD2 is working closely with investigative sites to clarify

expectations, communicate around capability, and establish shared key performance indicators (KPIs) that benefit all stakeholders.

While TD2 may not be as large as the global CROs, its approach offers a significant lesson: **Partnerships are most effective when communication is transparent, data is accessible, and mutual goals are clearly defined.**

Project Culture: Creating a Shared Scorecard for Success

Sometimes, the most valuable insights begin with a simple question. In the case of TD2, that question was: **“How are we doing?”**

This question originated not only from TD2’s internal team, but also from the sites themselves.

Sites expressed a desire to better understand how they were being evaluated and what steps they could take to earn additional opportunities for trial participation. Instead of holding performance data internally, TD2 took an open approach and created a **collaborative scorecard** that incorporates both the KPIs defined by sites and the CRO’s own internal measures.

At various milestones during the clinical trial, TD2 will invite sites to rate its performance using a Net Promoter Score (NPS) framework. In parallel, TD2 evaluates the site's performance using previously agreed-upon metrics, establishing a **two-way feedback process** that promotes clarity and accountability.

This model fosters trust and strengthens alignment. Everyone involved understands what success looks like and what actions are necessary to improve.

TD2 also enhances collaboration by streamlining administrative work. The organization reuses templates across feasibility assessments, clinical trial agreements (CTAs), and budgets. This practice not only reduces burden for sites, but also helps maintain consistent forward momentum during study start-up.

Process and Systems: Ongoing Communication Over One-Time Reviews

Setting expectations is a critical step, but maintaining open lines of communication is equally important.

TD2 ensures regular engagement with sites throughout the study start-up phase, establishing clear milestones to track progress. These milestones act as checkpoints where the team can determine whether intervention or troubleshooting is required. When challenges arise, TD2 prioritizes direct communication through scheduled calls rather than allowing issues to linger.

The organization has also launched **TD2 Peak Partners**, an alliance of top-performing sites designed to provide structured feedback and shape future collaborative efforts. Currently slating 15 sites for this program with plans to grow in the next year, this initiative allows participants to engage in discussions about site performance, data insights, report cards, and standardized templates.

While feedback is currently gathered using Microsoft Forms, TD2 is working to develop a **real-time, web-based platform** that will provide live alerts and status updates to both internal teams and site partners. The objective is to improve issue resolution times and deliver a more responsive and seamless experience.

As emphasized in other Collaborate Forward interviews, consistent data sharing and meaningful feedback loops are essential to effective collaboration. TD2 is operationalizing both.

People and Connection: Valuing Sites as Trusted Experts

A key insight shared by TD2 is the organization's belief that sites are not only participants in research, but **trusted experts in the execution of clinical trials**.

"We have moved beyond emotion and negativity to the same cause—we are working together."

To reinforce this belief, TD2 has established a clear structure to support ongoing relationship management:

- **A Site Engagement Manager** acts as a liaison between the site and TD2 throughout the trial, supporting the Study Start-Up Manager prior to activation and the Clinical Trial Manager afterward.
- **Sponsors are brought into discussions** surrounding monitoring strategy. For example, if a site has a strong performance track record, TD2 will advocate for waiving site qualification visits (SQVs) in order to reduce costs and timelines without increasing risk.
- **Executive leadership is actively involved** in site engagement. The Chief Executive Officer seeks to engage with sites as early as possible in the planning process. Additionally, TD2 hosts **quarterly leadership calls** with its site partners to maintain open lines of communication and alignment.

This structure ensures that site feedback is integrated into decision-making and that collaboration is not left to chance. As April shared, **"We believe in listening to the trusted experts at sites to tell us what we need to know."**

Progress: Using Data to Align, Not Argue

The value of this collaborative approach is most evident in real-world scenarios.

April recounted an example in which a sponsor expressed reluctance to work with a particular site or requested that only specific sites be explored for their study. Rather than responding emotionally, TD2 provided a data-driven perspective, saying essentially:

"Here are your preferred sites and the performance data we have collected while working with them. However, we also have a list of additional sites, not currently on your list, that our metrics indicate would be a strong fit for this study."

By focusing on evidence and data, TD2 is able to shift conversations from disagreement to joint problem-solving. This is only possible because the organization has made a deliberate effort to track meaningful data, involve sites in the conversation, and act on what is learned.

As April summarized, "We have moved beyond emotion and negativity to the same cause—we are working together."



Collaborate Forward Takeaways

TD2's model highlights that organizational size is not the most important factor in successful collaboration. Clarity, trust, and responsiveness matter more. Key takeaways include:

- **Establish shared KPIs.** Invite sites to evaluate your performance just as you evaluate theirs. Mutual accountability fosters transparency and continuous improvement.
- **Leverage data to align.** Use site performance metrics to guide sponsor decisions and support stronger, evidence-based site selection.
- **Maintain support throughout the trial.** Ensure that sites have a consistent point of contact from feasibility through closeout.
- **Prioritize timely communication.** Address emerging issues quickly and directly, rather than allowing delays to compound.
- **Engage leadership.** Executive involvement in site relationships signals commitment and drives strategic alignment.

A Nimble Partner for Complex Studies

As a precision oncology CRO, TD2 operates in a space where patient populations are small, protocols are demanding, and timelines are critical. Its ability to adapt, collaborate, and focus on shared performance indicators positions the organization to deliver meaningful results.

By putting transparency, responsiveness, and site engagement at the core of its operations, TD2 is not only coordinating trials more effectively—it is building lasting partnerships.

When organizations collaborate with intention, act on feedback, and focus on mutual success, clinical research becomes more efficient and impactful.

Let us continue to collaborate forward.



The Collaborate Forward Team

A Multidisciplinary Team Dedicated to Industry Collaboration



Sean Soth

CEO, [Hi-Fidelity Group](#),
Senior Vice President,
Strategy & Global Business
Partnerships at SCRS



Marcus Maleck

Vice President, Business
Partnerships and Program
Innovation, [Hi-Fidelity Group](#),
Vice President, Global Business
Partnerships at SCRS



Brian Egan

Owner, [Brian Egan
Communications](#),
Project Lead, Collaborate
Forward

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

[Learn more](#) about Collaborate Forward
Have a story to share? [Share it here.](#)