BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

Kayentis opens Japanese subsidiary

November 11, 2019 | News

To support growth of APAC clinical trials sector



Kayentis, a global provider of eCOA (electronic Clinical Outcome Assessment) solutions for clinical trials, has announced the opening of a subsidiary in Japan, the world's third largest pharmaceutical market, where clinical developments have been expanding.

Based in Tokyo, the subsidiary will enable Kayentis to meet the logistical requirements of multi-national studies taking place in Asia-Pacific and cater to the needs of local CROs (Clinical Research Organizations) for digital data collection services with custom geographic capabilities.

Kayentis, which specializes in eCOA solutions for phases IIB/III, has been collaborating with local CRO partners in Japan since 2017. As many as 75 per cent of the clinical trial studies conducted by Kayentis include populations from Asia-Pacific.

The decision to establish a permanent presence in the region follows its expansion into the US, where it set up a subsidiary in Boston (MA) two years ago. Strengthening Kayentis' global capacity to facilitate client access to its technical expertise, while providing them with high quality eCOA solutions for studies in Europe, the US and now Asia, has been central to its developments and market positioning.

"The Japanese and the wider Asia-Pacific clinical trials markets are important to us. Kayentis already has customers in the region. We are thrilled to be opening a subsidiary in Tokyo, where we will be able to offer closer support to our customers running trials in Asia," said Guillaume Juge, CEO of Kayentis. "This expansion comes amid the release of our eCOA solution - Clin'Form3 – available in Japanese. It brings new design improvements that save time during the set-up stages of the study. We anticipate that the easier integration of medical device data and reporting enhancements will be of great benefit to clients in this strategic market."

The Japanese eCOA sector is growing. Industry Research forecasts that the global ePRO, E-Patient Diaries and eCOA market is expected to grow at an exponential CAGR of 15.3%, rising from a value of just under $958M (€861.8M) in 2017 to reach approximately $2,986M (€2,686M) in 2025.

Richard Triepel, business development director for Asia-Pacific at Kayentis, who has lived and worked in Japan for 14 years, will lead activities at the Tokyo-based subsidiary when it becomes operational in January 2020.