

25 Jan 2023 | Interviews

# Panthera On The SMO Model, Responsible Growth Priorities And The Hybridized Trial Of The Future

by Jo Shorthouse

In this episode of the *In Vivo* podcast, Jo Shorthouse speaks with the co-founder and chief commercial officer of the site management organization, Panthera Biopartners. The discussion centers on the practicalities and reality of running clinical trial sites as a business, and the age-old challenge of patient recruitment.

With recommendations coming from the EU this past December on decentralized clinical trials, the clinical research industry is still attempting to find global harmonization that would lead trial modernization.

Many clinical trials cannot, for logistical reasons, be fully decentralized, that is the view of Panthera Biopartners' Ian Smith and Chris Dodd, who talk with *In Vivo* about the decentralized and hybridized trial model, and where efficiencies can be found along the clinical trial pathway.

Also up for discussion is the efficiencies found with the SMO model, and how the firm is funding its future responsibly.

[Click here to explore this interactive content online](#) ✨