

Comparator Sourcing

**Case study: Transparency and expertise
help support a cancer trial**

In a world where clinical trial success often hinges on fine margins and fast decisions, our ability to deliver clarity, insight, and advocacy makes all the difference.

The challenge

In a competitive bid for a cancer clinical trial, our partner – a leading clinical trial supply partner – needed to source a specific oncology medication. We provided a comprehensive quote, but early feedback indicated our pricing appeared higher than that of a competing distributor.

With the drug being supplied by a top 10 pharmaceutical manufacturer, and given our longstanding relationship with them, it was unusual that we would lose on cost.

Still, on the surface, it looked like our partner might miss out on the opportunity due to pricing alone.

The solution

Our experienced comparator sourcing support team sensed something was off. With their extensive market knowledge, they dug deeper into the competitor's pricing. Their investigation uncovered a critical detail: the competitor had submitted a bundled quote, concealing the actual cost of the medication within other services.

This obscured pricing made a direct comparison difficult—but once uncovered, it became clear that our drug pricing was, in fact, more competitive.

We alerted our partner to the structure of the bundled bid and provided full transparency into our own cost breakdown. Armed with this clarity, our partner was able to highlight the true value of our offer.

The outcome

By working with our team, our partner not only uncovered a clearer path to accurate cost comparison but ultimately won the bid for the trial. The transparent pricing we provided gave them a distinct edge in demonstrating value to their sponsor.

Why it matters

This case highlights what sets us apart:



Pricing transparency that empowers smarter decision-making



Trusted relationships with top-tier drug manufacturers



A sourcing team that doesn't just fulfill orders—they uncover opportunities



"Clinical trials are complex, but sourcing shouldn't be. Our dedicated team is adept at simplifying the task at hand, providing transparency and delivering insightful solutions"

Christen McGowan, Director, Global Comparator Sourcing, Cencora

Contact us

For more information on how we can support your comparator sourcing needs, please email: laura.nestor@cencora.com



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