



Meditrial
Digital Research Organization



March 6, 2021
ANTHEA CONSULTING
MASTER ONLINE
EMPLOYER BRAND MANAGEMENT

MEDITRIAL EMPLOYER BRANDING STRATEGIES AND DEVELOPMENT MODELS

TESTIMONIAL



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MEDITRIAL
IS A DIGITAL
RESEARCH
ORGANIZATION
DEDICATED TO
CLINICAL TRIAL
CONDUCT,
MEDICAL **EDUCATION**,
REGULATORY
AND GLOBAL
MARKET ACCESS.



MEDICAL EDUCATION
DIGITAL PLATFORM
INFORMATION SECURITY
CLINICAL TRIALS



13 Year History of Clinical
and Regulatory Leadership



Insider Knowledge of
Global Regulations



ISO Certified
13485 | 27001



Global Reach
100+ Employees



Deep Scientific & Medical
Knowledge



Leading-Edge
Digital Technology



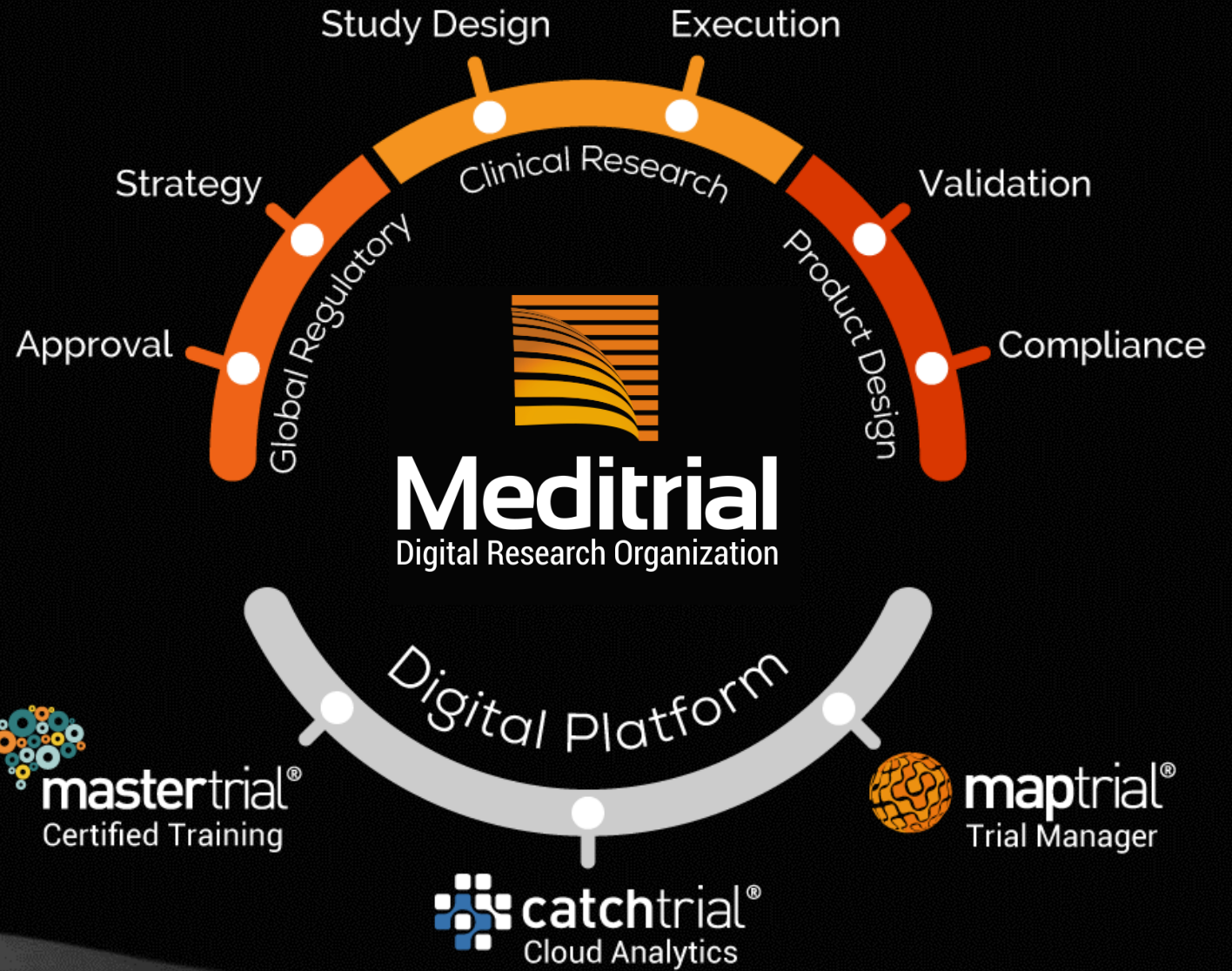
Best-In-Class
Regulatory Education



Strategic Operation Centers
New York | Rome | London | Berlin | Zurich

Meditrial drives acceleration with leading edge technology and digital assets to reach milestones with simplicity, speed and efficiency.

LEADING DIGITAL PLATFORM



MEDITRIAL WAS BORN FROM AN IDEA

2008

**Meditrial
Foundation**

“ I realized that there was an unmet need in the clinical research sector. Many studies were not approved by the authorities because of a **communication gap** – the inability to understand each other's language.

Recognizing the value innovation in our healthcare ecosystem, I wanted to create a **new model** for running research programs in Europe. The core concept is **simplification and clarity** in connecting scientists and regulators.

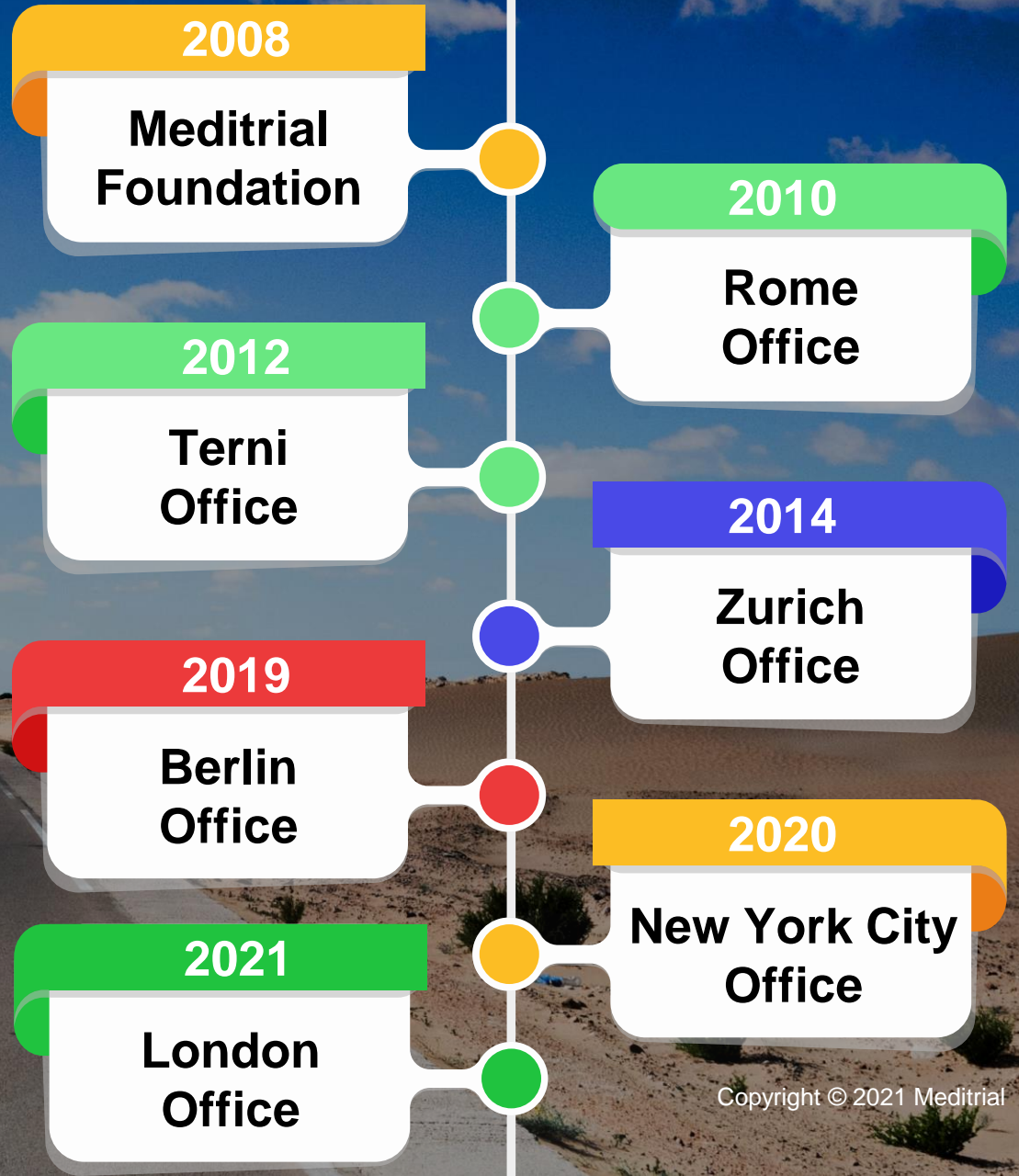
Dr. Monica Tocchi
Founder - Chief Medical Officer



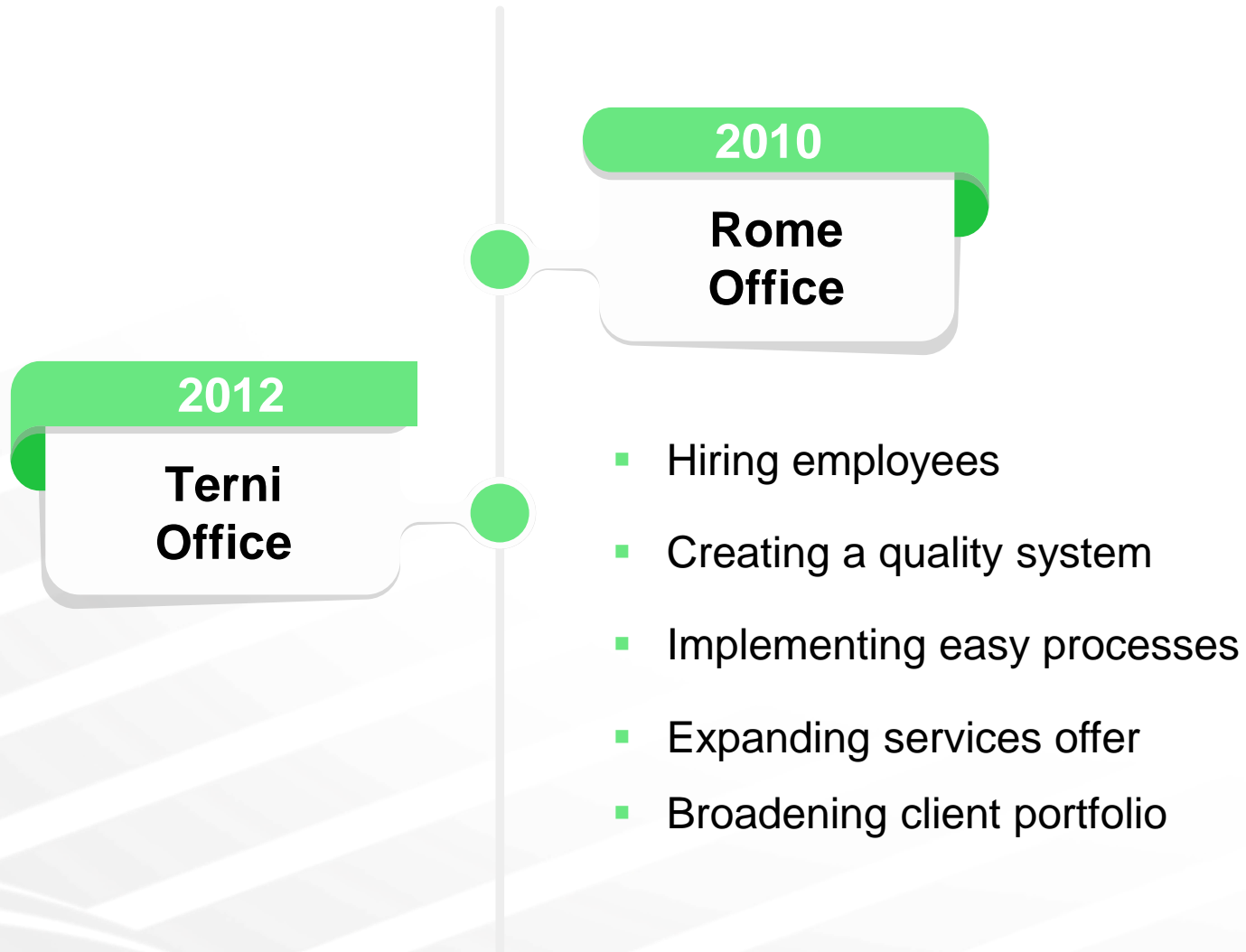
ROAD TO SUCCESS

**“We don’t grow when things are easy.
We grow when we face challenges.”**

J. Meyer



MEDITRIAL GROWTH IN ITALY



ROME
ITALY
TERNI
ITALY

NEW GEOGRAPHIES & NEW CULTURES

Switzerland harbours a dynamic reality and a cultural melting pot.

Meditrial's employee challenges:

- Market diversity
- Languages
- Cultural integration
- Social diversity

2014

Zurich Office

Learning how to adapt to new cultures is key in building a united and effective team



ZURICH
SWITZERLAND

MEDITRIAL MEETS ANTHEA CONSULTING

Meditrial meets Anthea Consulting, setting the grounds for a productive collaboration

Meditrial works with Anthea Consulting to develop our Employer Value Proposition (EVP)

2017

Meditrial & Employer Branding

CHE COS'E' L'EMPLOYER BRANDING

Eugenio Amendola

“Strategia di marketing finalizzata a creare un’immagine aziendale coerente con l’identità dell’impresa come employer (*luogo di lavoro*), in sintonia con il target di riferimento e ben distinta da quella dei competitors, attraverso la quale attrarre e fidelizzare le persone di talento ”



MEDITRIAL DEFINES 3 EVP PILLARS



1

DIVERSITY FOR PEOPLE IMPROVEMENT

Our ability to value differences in nationality and background is essential for the success of the company and for the people who work there.

We are committed to ensuring that our people can meet freely and without discrimination for personal and professional improvement.

2

LEARNING FOR PROFESSIONAL GROWTH

Our highest wish is to make people grow in a stimulating work environment.

We are committed to ensuring that our people can acquire the skills necessary to carry out their work better through dedicated training programs and through the constant exchange of knowledge.

3

LEADERSHIP BUSINESS CULTURE

We have a clear strategy for the future development of our services thanks to the recognized and consolidated leadership over time, to the knowledge of our business and to the full awareness of the needs of the market to which we address.

We are committed to ensuring that our people work at their best for the satisfaction of our customers

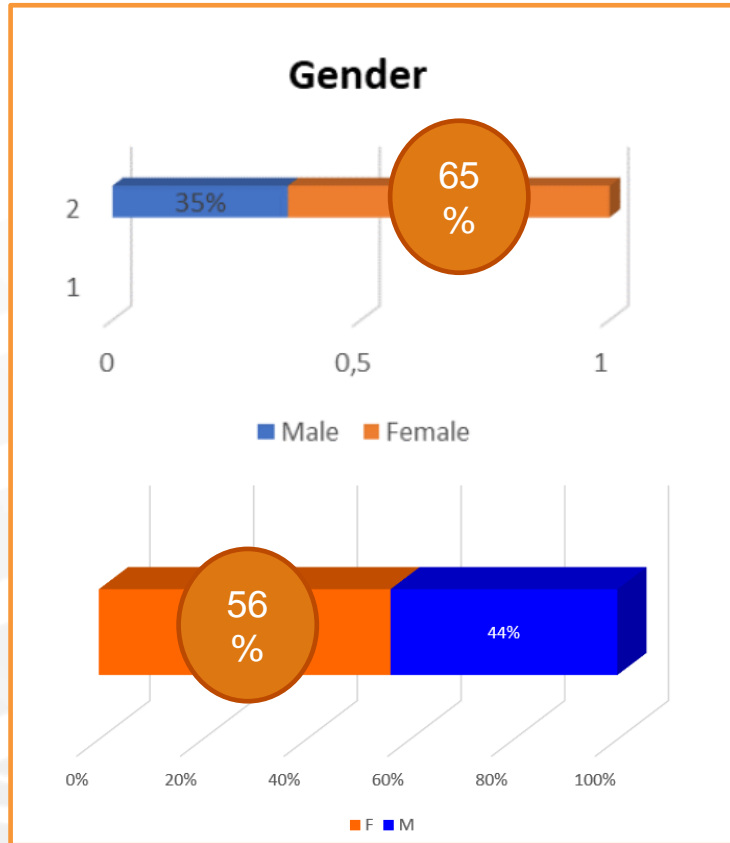


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Digital Research Organization

EVP PILLAR 1
DIVERSITY
FOR PEOPLE IMPROVEMENT
THE CULTURE CHALLENGE



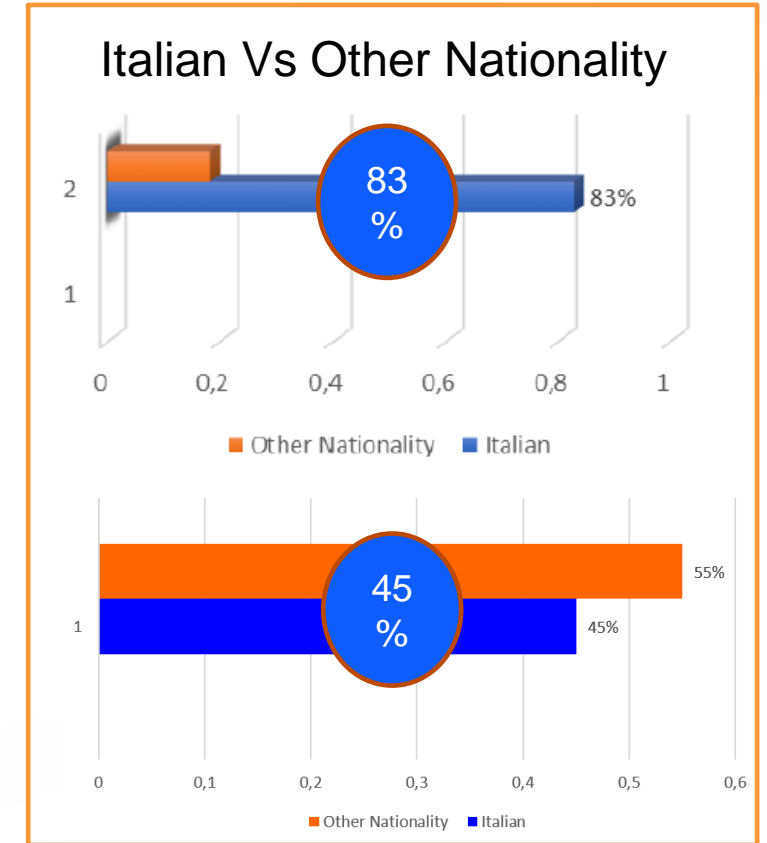
FEMALE MAJORITY



EVOLVING TEAM MIX



+20 NATIONALITIES

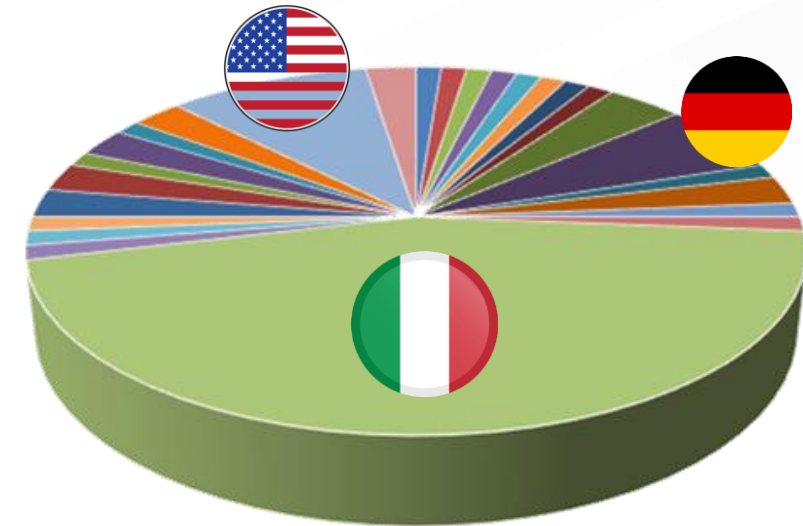
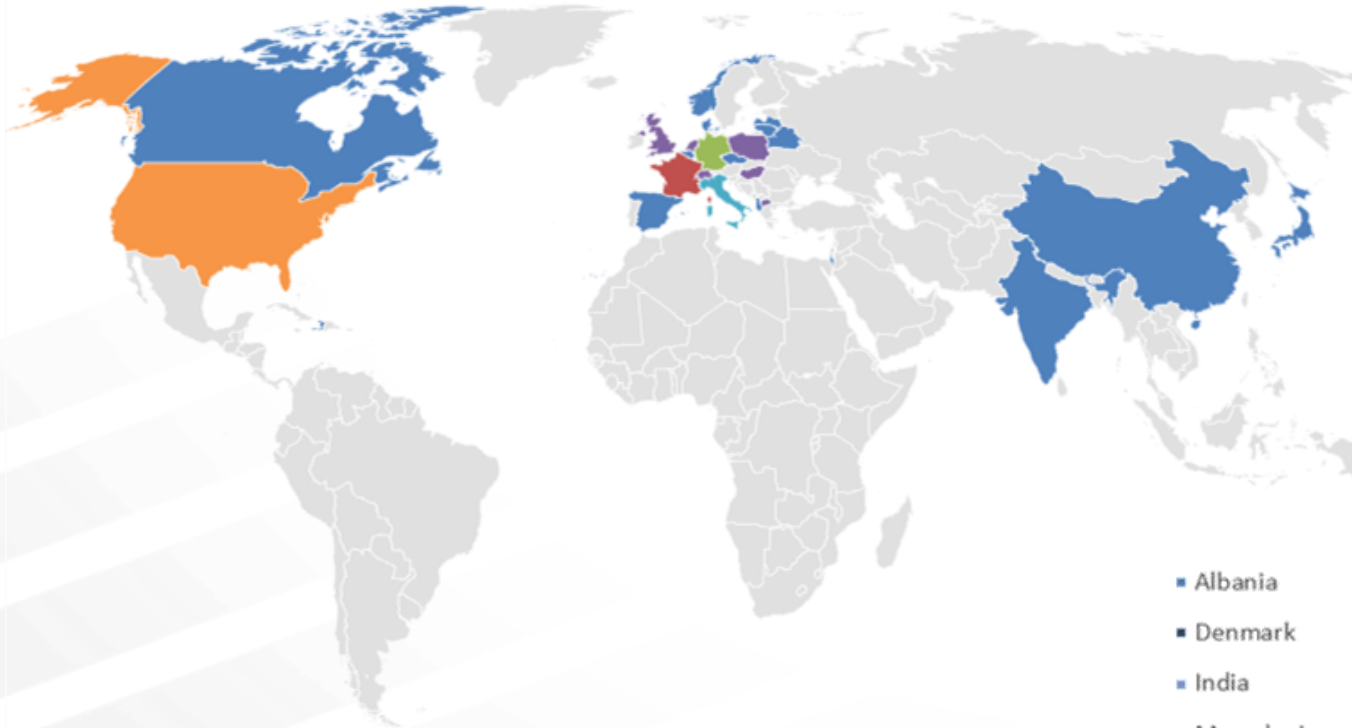


2017

2021

BRIDGING THE CULTURE GAP

Nationality representation



- | | | | | | |
|-------------|------------------|---------------|-----------|----------|------------------|
| ■ Albania | ■ Belgium | ■ Bielorussia | ■ Canada | ■ China | ■ Czech Republic |
| ■ Denmark | ■ England | ■ France | ■ Germany | ■ Haiti | ■ Hungary |
| ■ India | ■ Israel | ■ Italy | ■ Japan | ■ Latvia | ■ Lithuania |
| ■ Macedonia | ■ Netherlands | ■ Norway | ■ Poland | ■ Spain | ■ Switzerland |
| ■ U.S.A. | ■ United Kingdom | | | | |

OUR SUCCESS

The ability to blend differences in nationality and background

MEDITRIAL ADDRESSES THE CULTURE CHALLENGE

“ We are committed to ensuring that our people can meet freely and without discrimination for personal and professional improvement.



2019

**Berlin
Office**

2020

**New York City
Office**





EVP PILLAR 2
LEARNING
FOR PROFESSIONAL GROWTH
MEDICAL EDUCATION FOR
HEALTHCARE AWARENESS

EMPLOYEE TRAINING EVENTS



**+20
TRAINING
PROGRAMS**



**LIVE
TRAINING
EVENTS**

«We are committed to ensuring that our people can acquire the skills necessary to carry out their work better through dedicated training programs and through the constant exchange of knowledge»



**OPEN DAY
WEBINARS
QMS DAY
DIGITAL HEALTH REVOLUTION**



MEDITRIAL QMS DAY!

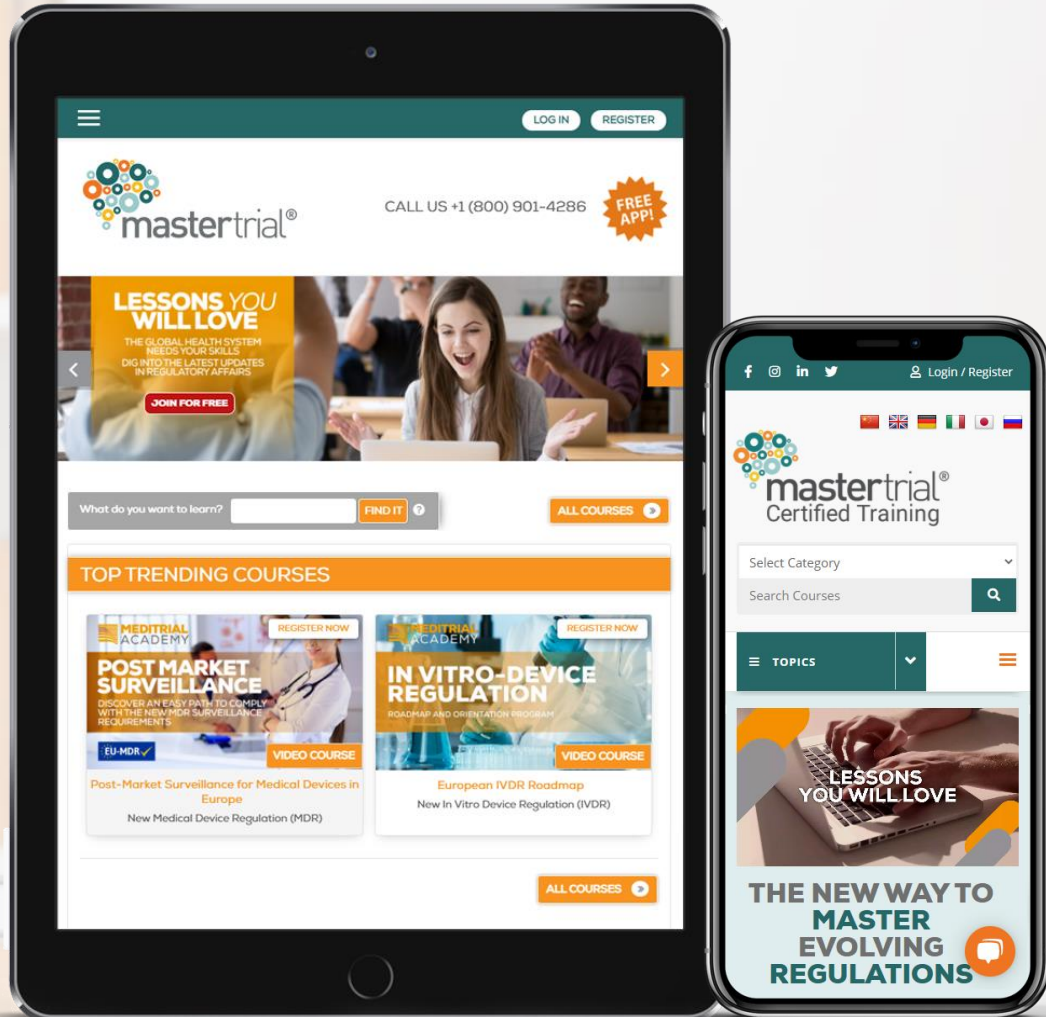
DECEMBER 22, 2020

9 am-12 pm EST/3 pm-6 pm CET

- *Let's enjoy a half day seminar to discuss all things Quality!*
- *Learn all about Meditrial's Quality Management System (QMS), ISO Certifications, and more!!!!*

Announcement | December 2020

EDUCATION DIGITAL PLATFORM



Mastertrial started as an internal staff training platform. It has now developed into a powerful digital tool to educate employees and healthcare professionals to master complex regulations.



PARTNERSHIPS – SOCIAL ENGAGEMENT





EVP PILLAR 3

LEADERSHIP

BUSINESS CULTURE

A LEADER IS ABLE TO INFLUENCE OTHERS

TRUSTWORTHY
RESPECTED
EXPERT

“Leadership is the ability
to influence others
to do great things”





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A LEADER MASTERS MANY SKILLS

CREATIVITY
POSITIVITY
MOTIVATION

01 SELF AWARENESS

Understand your behavior's
impact on organizational
outcomes

02 COMMUNICATION

Effectively communicate goals
and inspire trust

04 AGILITY

Know when to change
course, and help others to
do so

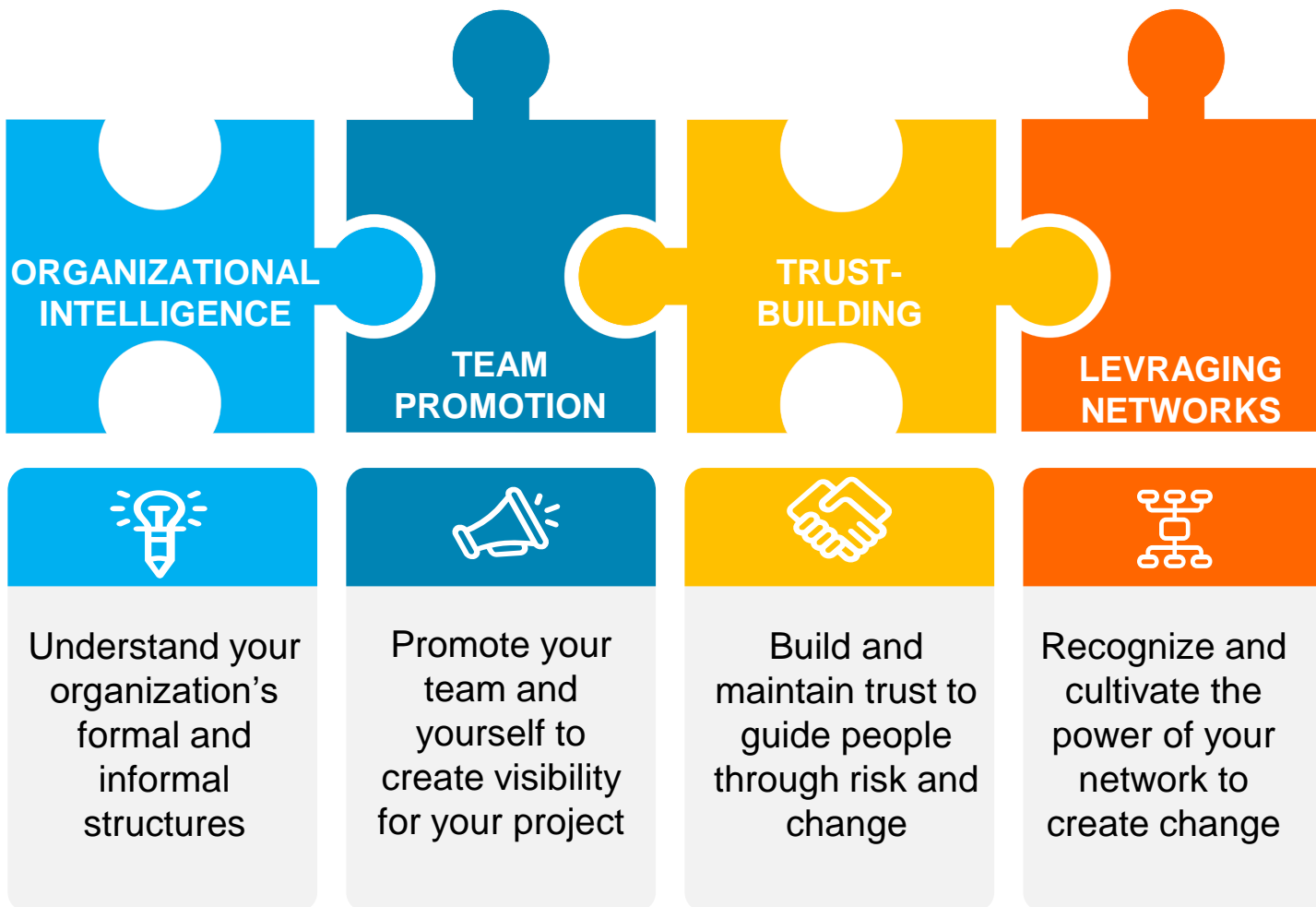
03 INFLUENCE

Be comfortable persuading,
promoting and delegating



A LEADER HOLDS THE KEYS

LEARN
PARTICIPATE
INNOVATE





Connect the dots.

Build the ecosystem.

Win the hearts and minds.

And make it happen.

LEADERSHIP CULTURE

MONICA TOCCHI MD, PHD

- Cardiologist, Clinical Researcher
- Regulatory Expert
- Trusted leader in the medtech industry and innovation community
- Regular speaker, trainer, advisor
- Expert contributor to new regulation for 20 years



Meditrial

DIGITAL RESEARCH ORGANIZATION

CELEBRATING
7 YEARS
WITH MEDITRIAL

*Thank
you*

“
I've learned that at Meditrial,
every day is a special day.

Zsuzsanna Lódi
Director of Clinical Affairs



CELEBRATING
8 YEARS
WITH MEDITRIAL

*Thank
you
Francesca*

for your dedication
and hard work!





**TURNING
INNOVATION
INTO IMPACT**



Meditrial
Digital Research Organization



5 YEARS TOGETHER
LOOKING INTO THE FUTURE

ELEVATE THE **FUTURE** OF HEALTHCARE

MEDITRIAL
IS YOUR DOORWAY
INTO THE DIGITAL
HEALTH UNIVERSE
**REGULATION
TECHNOLOGY
INTEGRATION**

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NEW YORK • BERLIN • ZURICH • ROME • LONDON

 **Meditrial**