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NEWSLETTER · IN CONVERSATION WITH CHARLOTTE CHADWICK

The true requirements behind the protocol

Charlotte Chadwick — founder of Clinology — on twenty-five years of operational depth, human-centred trial design, and understanding what a protocol actually asks of the people who run it.

Charlotte Chadwick has seen clinical research from nearly every seat — early-phase delivery at MAC Clinical Research, neuroscience trial strategy at Lundbeck, and chief operating officer of a global quality-assurance consultancy — before founding Clinology to help pharma rethink trials through operational depth and human-centred design. (A note of shared history: we both spent time at MAC.)

> Understand the true requirements behind a protocol — not just the words on the page.
>
> — Charlotte Chadwick, on Pharma Prescribed

Operational depth

Charlotte's edge is having actually delivered trials, not just advised on them — so she can see the gap between what a protocol says and what it will demand of sites, coordinators and patients in practice. That gap is where good studies quietly succeed or fail.

Human-centred, meaningfully

The phrase gets overused; Charlotte grounds it in the day-to-day reality of the people executing a trial. Design for them and you get cleaner data and fewer amendments; ignore them and the protocol fights you the whole way.

The full spectrum

CRO, sponsor, consultancy, quality assurance — she's worked all sides, and brings that full-spectrum view to partners who need someone fluent in the science, the systems and the real requirements at once. Rarer than it sounds.

Listen to the full episode

Charlotte Chadwick on Pharma Prescribed — at pharmaprescribed.com and wherever you get your podcasts.

Charlotte Chadwick *is the founder of Clinology and an independent clinical-research consultant with over twenty-five years' experience.*