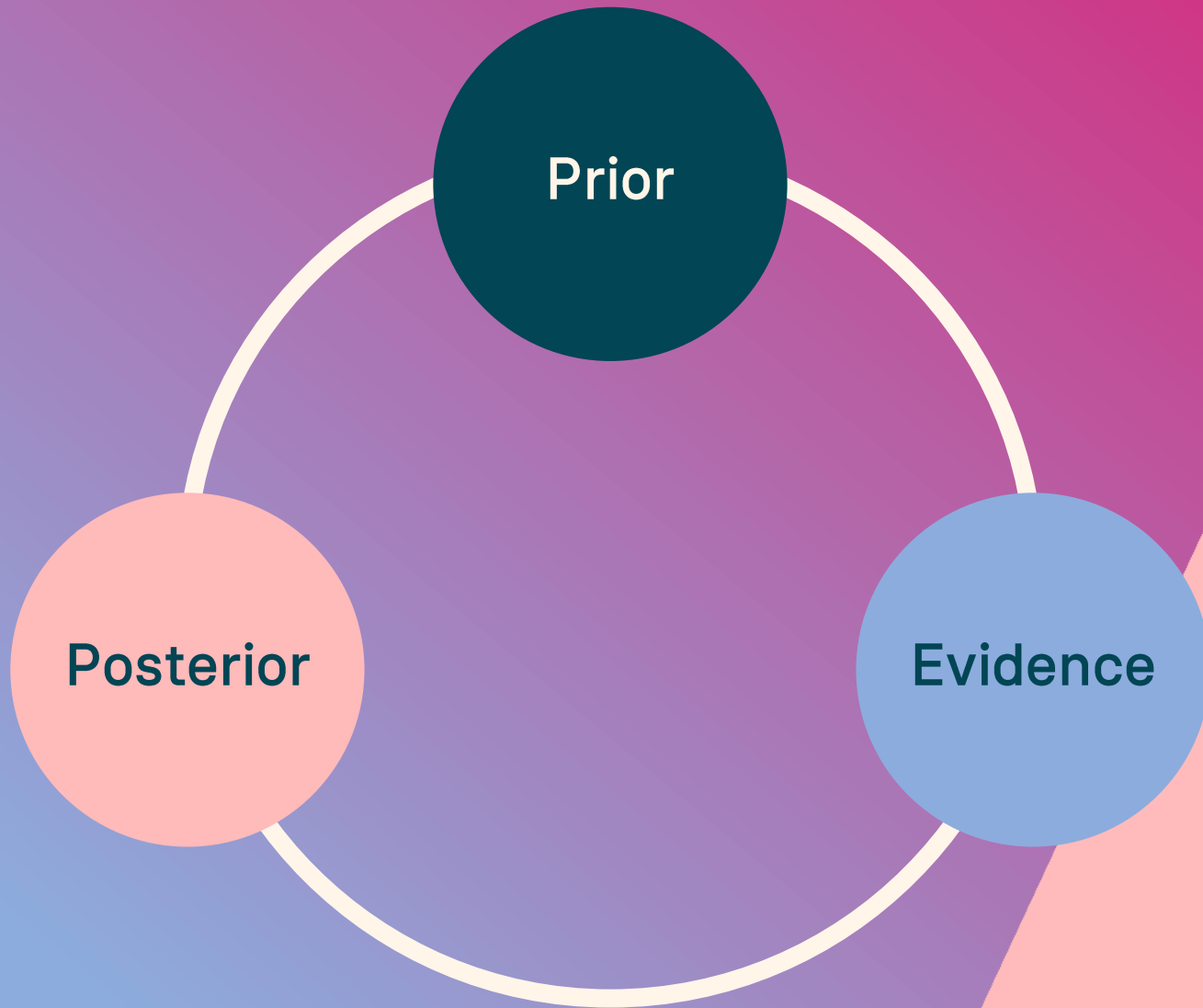


From Priors to Partnership: A Bayesian View of CRO-Sponsor Collaboration

June 2026 – Kim Hacquoil

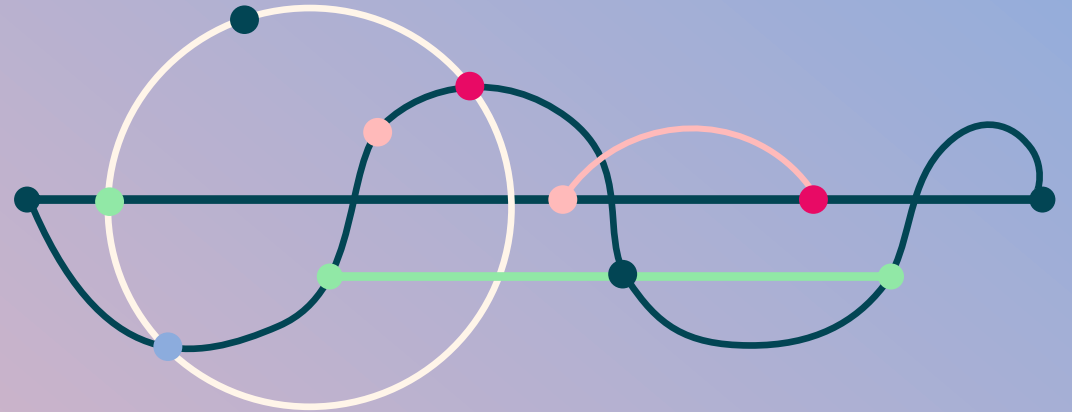
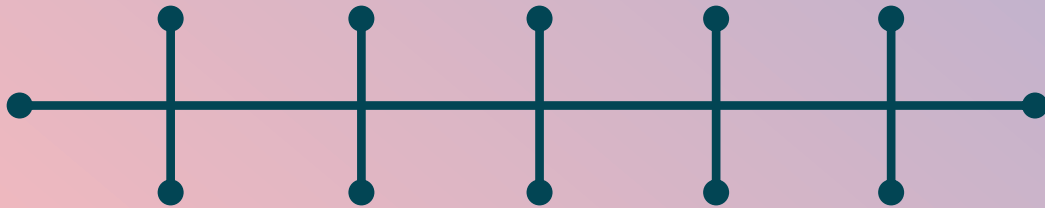
VeraMed



**Collaboration is
Bayesian Updating**

$$p(\theta|y) \propto p(y|\theta)P(\theta)$$

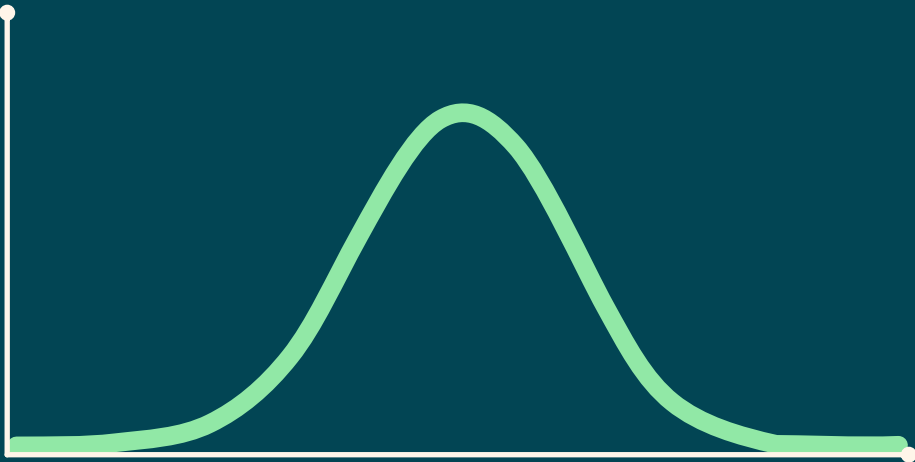
The operating context has changed



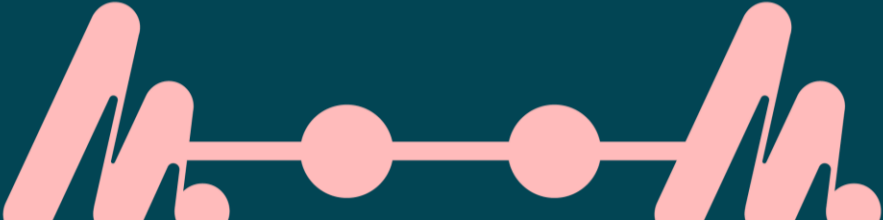
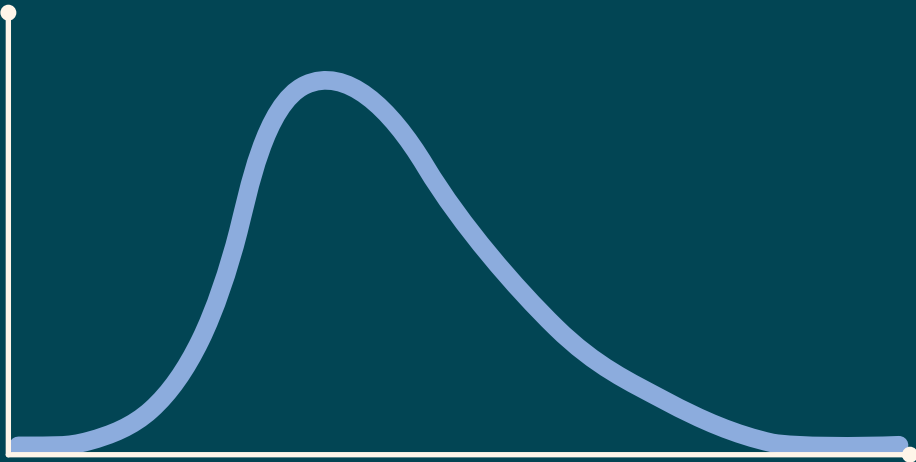
Prior: We Never Start At Nothing



Sponsor



CRO



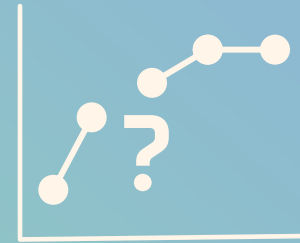
Evidence: What Updates Belief



**“Hard”
Endpoints**

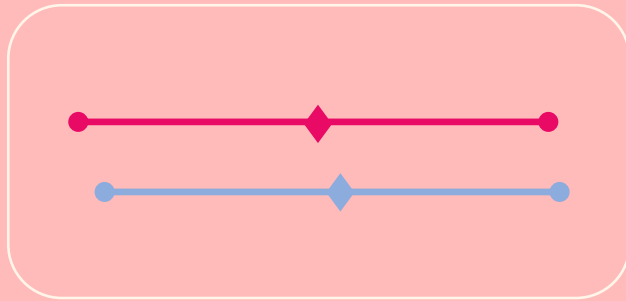


**“Soft”
Endpoints**

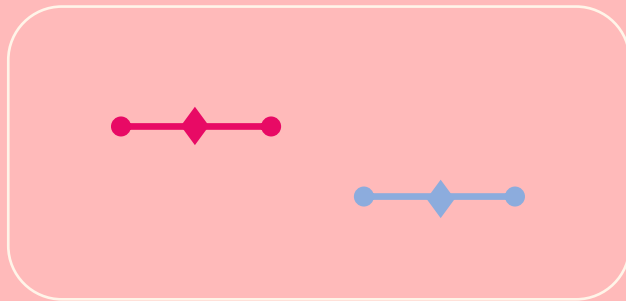
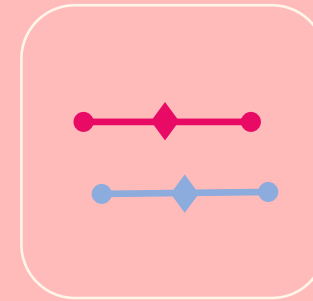


**Missing
Data**

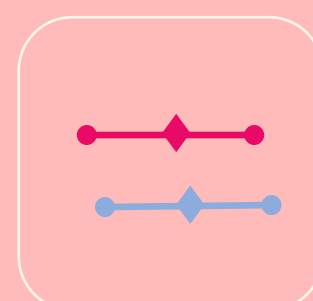
Likelihoods: Improvement Through Process & Mindset



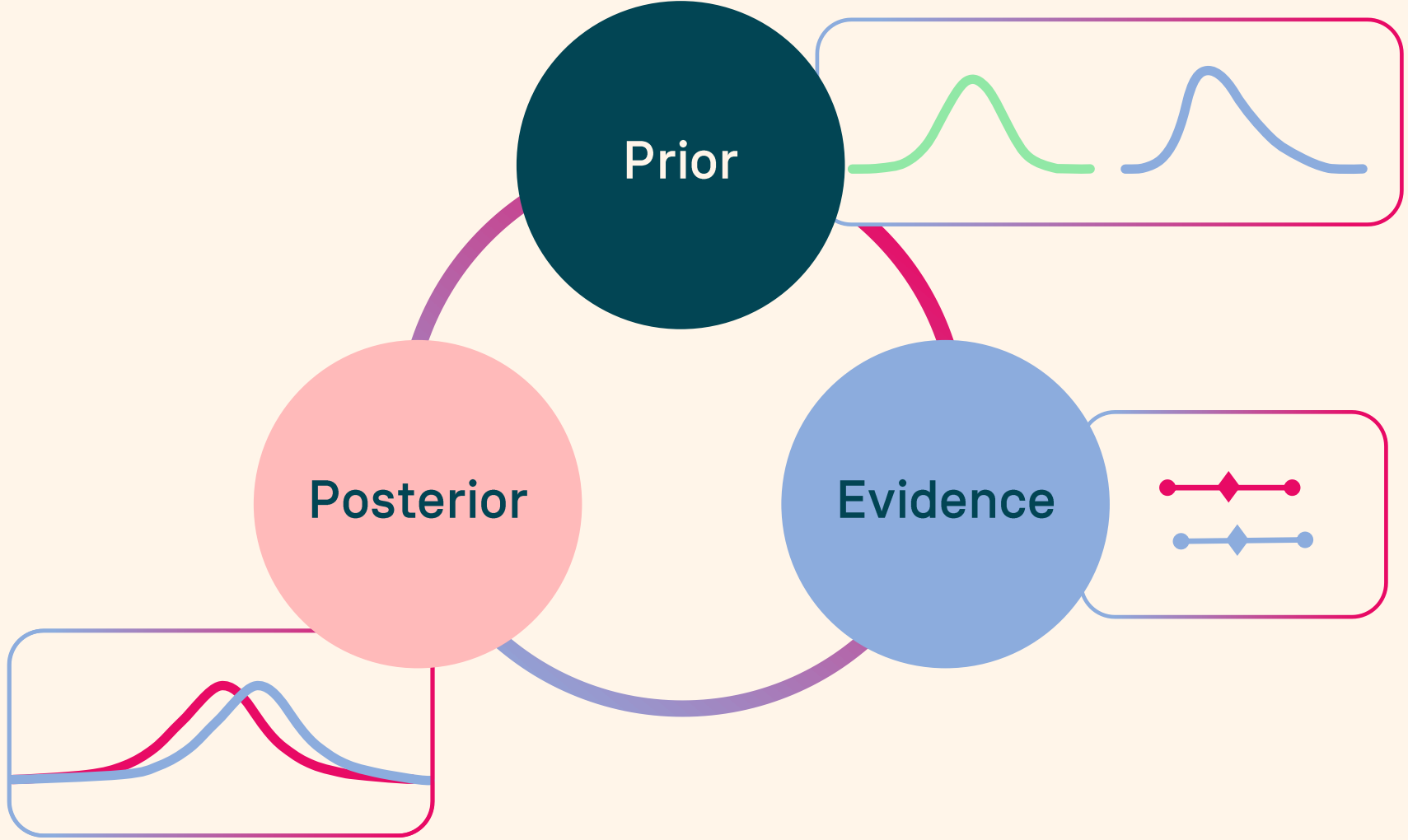
Process



Mindset



Posterior: Where we want to end up



Shortens timelines, improves delivery quality, and creates sustainable, effective partnerships



Final thought

Coming together is a beginning,
staying together is progress,
and working together is success.

Henry Ford