

# About Sensorium

Building a clinical trial network where scale and humanity coexist.

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## What is Sensorium?

### The Biology

In biology, the **sensorium** is where all five senses come together to create one complete perception of the world. Your eyes see color, your ears hear sound, your fingers feel texture—but it's only when these senses combine that you truly understand what you're experiencing.

### The Metaphor

Each clinical research site has its own local culture, shaped by the community it serves. One site may excel at building trust in a Hispanic neighborhood. Another may understand urban and rural perspectives. Together, they create complete understanding across real-world populations.

Like the five senses, each site provides a unique perspective. Together, they create insights that no single site could capture alone. That's better science.

## The Sensorium Effect

Our blueprint for better science: sophisticated operational backbone while protecting the local culture of each site.

### What Sites Gain

- ✓ Centralized business development and study acquisition
- ✓ Finance, HR, payroll, and compliance support
- ✓ Technology systems (CTMS, eReg, CRM)
- ✓ Patient recruitment and marketing support
- ✓ Regulatory operations and QA oversight

### What Sites Keep

- ♥ Your brand, name, and local reputation
- ♥ Your team and site culture
- ♥ Clinical autonomy and decision-making
- ♥ Community relationships and patient trust
- ♥ Operational freedom and local control

# Mission & Vision



## Our Mission

To unite local communities and diverse patient voices into one cohesive system—where each site retains its independence, culture, and community focus, while gaining the infrastructure and support to thrive at scale. Where diversity isn't just represented, it's built into the science itself.



## Our Vision

A future where the clinical research industry doesn't feel like a factory. Where operational strength and community soul coexist. Where sites can scale without sacrifice, and diversity becomes a scientific advantage rather than a compliance checkbox.

# Our Core Values



## Integrity

Always do what's right for patients and partners.



## Collaboration

Build trust through transparency and shared goals.



## Excellence

Deliver quality without compromise.



## Community

Support local engagement in every trial.

# Leadership & Team

Led by industry veterans who believe culture is the foundation of every great company.



## Matt Kiernan

**Founder & CEO**

*Sensorium Clinical Research*

Matt Kiernan is a life sciences entrepreneur who believes culture is the foundation of great companies. Over the past two decades, he has built and exited two successful organizations in the pharmaceutical services industry—**Pharmica Consulting** and **Intrinsic Clinical Systems**—both acquired by ProPharma Group in 2021.

Matt's approach blends operational rigor with cultural intention. At Pharmica, he launched a company-wide program built around the philosophy "*Work hard, have fun, be great,*" inspiring consultants, clients, and partners to uphold a standard of mutual respect and service. At Intrinsic, he applied that same mindset to technology, creating tools that helped clinical teams work smarter and stay connected.

Today, he brings that philosophy to Sensorium Clinical Research—building a network where investigators, patients, and staff feel supported and valued.

**Education & Credentials:** MBA in Finance from Villanova University, dual undergraduate degrees in Business and Psychology from the University of Pittsburgh, certifications in Project Management and Six Sigma Black Belt.

### Backed by Healthcare Experts

Sensorium is supported by the **Thurston Group**, a healthcare-only investor with a decades-long track record of scaling healthcare services through partnership, not disruption.

You get the stability of an institutional platform with the long-term vision of a healthcare partner.

## Our Experience

Built by veterans of the clinical research, pharma, and CRO industries who understand what it takes to run successful research sites.



**20+**

Years Combined Experience



**Multiple**

Therapeutic Areas



**Proven**

Track Record



**Culture**

First Approach

## Industry Expertise

### Clinical Research Operations

Deep experience managing site operations, study startup, patient recruitment, and regulatory compliance across diverse therapeutic areas.

### Pharmaceutical & Biotech

Understanding of sponsor needs, protocol design, and what it takes to deliver high-quality data that supports regulatory submissions.

### Site Network Development

Proven ability to build and scale research networks while maintaining quality, culture, and investigator engagement.

# Our Locations

A rapidly growing network of community-based research sites across the United States.



## Growing Nationwide

Unlike standardized "research hubs," our locations are familiar clinical environments where patients already receive medical care. We are expanding with purpose—partnering selectively with independent sites that refuse to sacrifice their local heart for corporate growth.

**Northeast**

**Southeast**

**Midwest**

**West**

### What to Expect at Every Sensorium Location

- ✓ Investigator-Led Care
- ✓ Patient Concierge
- ✓ Team Stability
- ✓ Local Access

# Resources & Insights

Explore our library of practical guides, white papers, and industry insights.



## Resource Library

Practical tools and guides for patients, sites, and industry partners. Clear, actionable, and grounded in real-world experience.

[Explore Library →](#)



## White Papers

Thoughtful analysis on the future of clinical research, industry consolidation, and the 4-Phase Model of market evolution.

[Read Insights →](#)



## News & Updates

Stay informed on our growth and milestones across our national footprint as we build a different kind of network.

[View News →](#)

## Featured White Papers

### 4-Phase Model Series

#### The Four Phases of Consolidation

An introduction to the repeatable patterns driven by economics that reshape industries over time.

[Download PDF →](#)

### Strategic Insights

#### The Case for Culture

Why sites should choose Sensorium: A blueprint for partnership that prioritizes legacy and autonomy.

[Download PDF →](#)

# Join Us in Building the Future

Whether you're a patient, site owner, sponsor, or healthcare professional, there's a place for you in the Sensorium network.

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#### Sensorium

Advancing healthcare through innovative clinical research

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