

BENCHMARK

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KMR Group's Benchmark

It is our pleasure to welcome you to the inaugural edition of Benchmark, a periodic newsletter for those who are interested in the analysis of performance across the full research and development spectrum and who are also trying to find ways to optimize that performance.

KMR Group reached a notable milestone this year, our 20th anniversary. These two decades have seen a remarkable rise in the sophistication of benchmarking and growth in the ability to use that information to influence performance. In addition to web-based tools that have transformed the way data is accessed, the underlying quality of the data has been dramatically enhanced. Internal tools to validate data submitted by many companies allow us to ensure the underlying datasets contain consistent, reliable information upon which analysis can be based.

R&D PRODUCTIVITY continues to be of great interest in the Industry. We addressed the topic last fall by focusing on the Industry's Top Performers and Success Rates in Development. Among the key findings from this analysis was an assessment of the relationship between performance of the Development organization and the Research organization, and the effect of rising cost on the overall productivity.

These findings raise important questions for companies. On the output side, innovative drug development methods and pursuit of novel molecules remain critical but there are different

approaches to cost containment: some have decided to divest entire therapy areas; others are turning more to outsourcing; while still others are emphasizing partnerships with other companies.

These themes will continue to be examined this May as part of the R&D General Metrics Study of the Pharmaceutical Benchmarking Forum.

NEW APPLICATION



KMR helps companies address the **efficiency** side of productivity through our Enrollment Productivity Study.

Run last year and slated again for 2011, our Enrollment Productivity Study helps companies examine the most expensive and time consuming aspect of clinical development – recruitment. Recruitment is broadly conceived in this study, encompassing Study Start-up, Site Initiation, Region Start-up, and other processes. The study pinpoints where each company can cut time and improve performance and provides customized recommendations for each participant that can be used to devise next steps. See “In Conclusion” for an example of the type of analysis offered by this study.

Integrating Industry Data Into Day-to-Day Decision Making

Many in the Industry have taken steps to better integrate benchmarking data into day-to-day business operations. Our latest web-based application, **SITE SCORECARD**, is but one example of a user-friendly tool that allows clinical managers to mine a rich set of detailed performance data with maximum flexibility. The dataset consists of thousands of sites across the globe. Over 2 years in the making, the application aids the selection of clinical sites and performs a risk management function. It is the only tool available in the Industry that evaluates sites based on their performance. We collect raw data directly from sponsor companies, aggregate and cross-reference

this data through a rigorous coding process, and turn it into information companies can use to rank prospective sites. A

company may examine sites it has used before as well as those it has not. We expect this tool to have a major impact on the way companies select sites. As one of our clients recently stated, “This tool is unique in the industry and will assist us in improving our site selection and performance.”

Another example of how the use of data is transforming the Industry is **R&D METRIX**, a tool that offers access to a robust dataset unparalleled in its reliability. Users can explore target and project level performance across the full R&D spectrum for the last 10 years,

comparing, for example, cycle time in Discovery, success rates by disease area or molecule size, and trends in the size of the pipeline by project type.

It is well understood that there are unprecedented challenges facing the Industry and that pressures will only mount. It is in such an environment that the intelligent use of information becomes even more critical, to inform decisions, to improve performance and generate output. And, we believe, it is precisely in such an environment that benchmarking analysis – if grounded on reliable data – can prove most useful.

View our website www.kmrgroup.com to see the complete products and services, including our web-based tools.



IN CONCLUSION

As companies strive to improve productivity, one area in the clinical sphere that warrants close attention is Region Start-up. For larger studies most companies tend to begin recruitment in North America or Western Europe but have a significant delay before starting in a third region. It can take up to 2.5 times longer to start recruitment in such regions as Latin America, Eastern Europe and Asia than in North America. What are the implications? Six months of additional study time, 6 months of lost patent life, and the tie up of valuable resources. An emphasis on reducing Start-up across all regions can generate important gains in performance.

CONCLUSION: reducing trial start-up times across regions will substantially enhance productivity by saving time and resources.

Source: KMR Enrollment Productivity Study 2010



Staff View

Alex Lehrman is a senior analyst who has worked on R&D performance analysis for the last 4 years. He studied biology in college and earned an MS in biomedical research, concentrating on breast cancer. In his MBA program at Northwestern University's Kellogg School of Management, Alex focuses on healthcare management.

Upcoming Studies

R&D General Metrics Study

– results in May

Biologics R&D Study

– results in May

Enrollment Productivity Study

– results in Fall

Emerging Markets In Clinical Development Study

– results in Winter

Contact Us

Whether you would like to know more about an upcoming study, or learn more about an application, please be sure to contact us. We want to hear from you.

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