



*For immediate release:*

## **KMR Group and Enrollment Metrix Forum to Assess Recruitment in Emerging Markets**

CHICAGO, Illinois, May 18, 2012 – The Enrollment Metrix Forum is exploring the patient recruitment in emerging markets in a study conducted by KMR Group. The potential for new patient pools that can speed drug development and establish a broader customer base makes emerging markets a high priority across the industry. Participants in the Forum include: Abbott, Amgen, AZ, Bayer, BMS, J&J, Lilly, Merck, Pfizer, Roche/Genentech, Sanofi/Genzyme, Shire, UCB.

The study will evaluate trends in the growing patient recruitment emerging markets arena and assess the leading factors that influence emerging market recruitment strategy and performance, including lessons learned and regulatory considerations.

The assessment will examine the distinct challenges posed by emerging market trials, be they in Asia, Latin America, East Europe, or the Middle East and Africa. What have been the different approaches in these regions, and how has this varied by therapy area? What are the industry's expectations for specific countries? Are there certain countries or regions where little or no expansion in clinical work is anticipated, and why? The effect of different regulatory authority requirements in emerging markets will be analyzed.

"The Enrollment Metrix Forum realizes the role of emerging markets is one of the most important aspects currently impacting patient recruitment. Participants have valuable insight and are looking forward to the results of the cross industry comparison, seeing what general expectations there are in the next few years and identifying ways to improve emerging market strategy," commented Melissa Hutchens of KMR Group, which facilitates the Enrollment Metrix Forum.

### **For further information contact:**

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### **About KMR**

Founded in 1991, KMR is a leader in benchmarking, analytics and performance management in the biopharmaceutical R&D industry. KMR's clinical platform contains the industry's most reliable source for trial performance, recruitment and site metrics data, with over 15,000 global clinical trials and a reputation built on quality. Clients rely on KMR's Enrollment and Site Metrix tools for enrollment and site benchmarks as well as to help them define recruitment strategies, shape enrollment plans and forecast recruitment. Our newest tool, Site Scorecard, provides companies with access to performance data and industry benchmarks for named sites. For more information about these reports or for a demonstration of any of KMR's tools, please contact KMR or visit our website at <https://www.kmrgroup.com>.



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