



*For immediate release:*

## **Pharma Enhances Patient Recruitment Methods Through Industry Site Level Dataset**

CHICAGO, Illinois, June 15, 2009 KMR GROUP, a firm analyzing biopharmaceutical R&D performance since the early 1990s, announces SiteView, its newest module in the Enrollment Metrix Application. Enrollment Metrix helps companies plan more effectively and reliably when setting recruitment targets and timelines, therefore helping companies save millions of dollars due to delay and non-conformance.

SiteView users can examine enrollment KPIs derived from site level data. The information is used for planning and forecasting recruitment in clinical trials. This new module allows users to anticipate the expected number of patients to be recruited from any given site as well as the time it takes any given site to complete recruitment. Thus, the data gives companies a more nuanced view when it comes to planning for any region or country.

The TrialView module, used by a variety of companies since its unveiling in 2005, enables planning and performance measurement at a broader level. The module enables companies to plan study start up and recruitment time as well as volume of patients and sites for a given trial at a global, region or country level.

One key benefit of Enrollment Metrix (SiteView and TrialView) is its unparalleled access to industry data. No company on its own can have the same statistically-valid sample sizes once it starts to segment the data into finer parcels such as disease, phase, or geography. KMR Group has the broadest repository of enrollment industry information available, all obtained directly from the world's major biopharmaceutical companies. With access to data from close to 100,000 sites from thousands of recently-completed trials, users can have confidence in the quality and breadth of data.

Use Enrollment Metrix to develop more innovative enrollment and site-based strategies, assess enrollment performance, plan more effectively, evaluate opportunities in emerging markets, and identify ways to reduce cost. The tool is flexible; results can be depicted in a variety of ways, including in maps, grids, box & whisker charts, and tables. All charts and tables can be easily saved by the user and employed for internal discussion or presentation.

Contact KMR Group to view a web demonstration or to learn more. For information about upcoming events email us at [lmckay@kmrgroup.com](mailto:lmckay@kmrgroup.com)

"We are providing biopharmaceutical companies with a solution to address their most important recruitment questions. The need for reliable data, flexible criteria and robust viewing options is now satisfied with our enhanced Enrollment Metrix Application," commented **Linda Martin, Principal of KMR GROUP**



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**About KMR**

Founded in 1991, KMR is a leader in benchmarking, analytics and performance management. With an exclusive focus on biopharmaceutical R&D, KMR provides industry with the experience and knowledge to produce clear and uncompromising results in the form of reports, tools and presentations. We use our extensive, unparalleled datasets and experience within the industry to add value to the most pressing business questions. Please visit our website at <http://kmrgroup.com>

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