

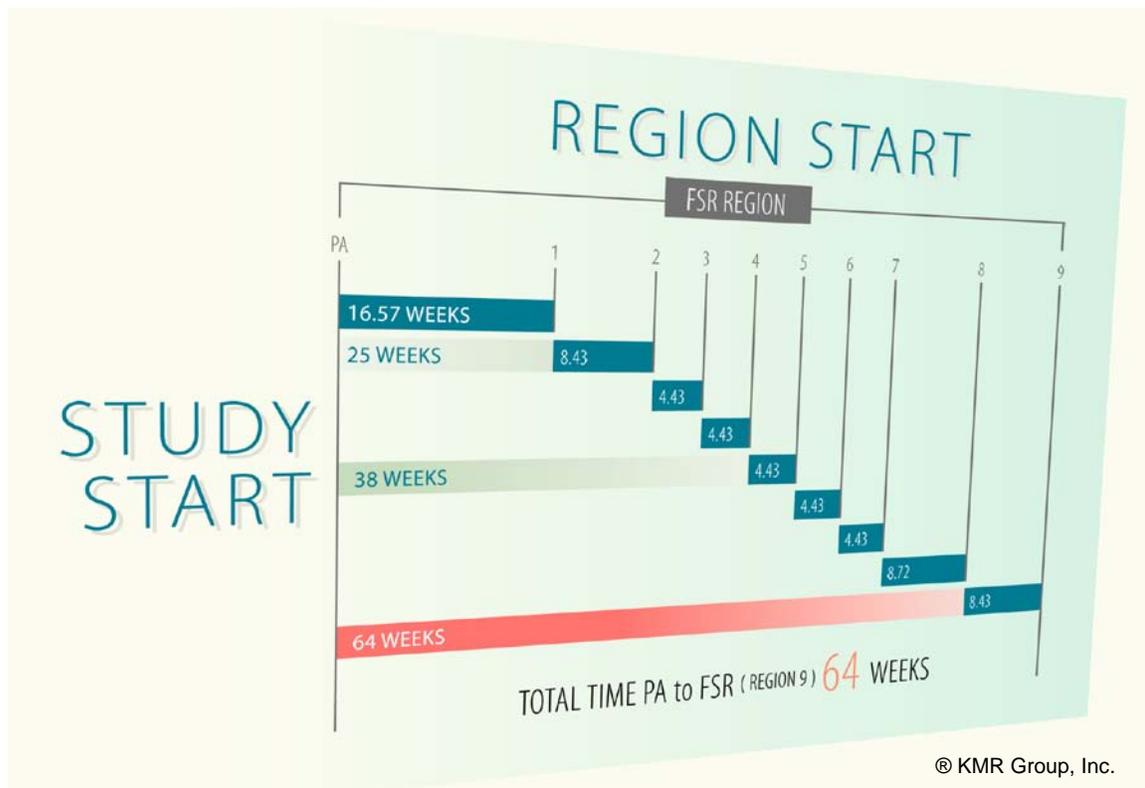


For immediate release:

Enrollment Insights Study Shows How To Shorten Clinical Trials and Optimize On-Market Patent Life

CHICAGO, Illinois, October 22, 2009 – KMR GROUP, a firm analyzing biopharmaceutical R&D performance, announces the second run of its Enrollment Insights study. The first study, completed in 2007, illustrated ways companies could reduce time to market and reign in costs through more effective enrollment strategies and practices. The 2010 study builds on the same themes, with an emphasis on extending on-market patent life by removing non-essential time from the development process time that once spent can never be retrieved. The study examines essential recruitment performance indicators and the methods companies employ to execute recruitment strategy. It offers insight into why some companies achieve better performance than others, and how companies are using “industry best practices” to accelerate patient recruitment.

Working with sponsor companies, KMR identifies key analyses of interest. One such analysis comes in the form of understanding how much incremental time companies expend on getting up and running in multiple regions. From our 2007 findings, we know that companies spend about 4 months from the time a protocol is approved to entering their first region -- and 6 months before entering a second region. If the plan is to enroll in 5 regions, a company should prepare for at least 9 months based on current industry practices. Potential time savings for a global clinical trial from this analysis is calculated to be 6 months – or put another way – 6 months of additional on-market patent life.





The study focuses on enrollment strategy, study-start up, site initiation, and recruitment practices with a strong emphasis on the impact of geography. The study answers questions such as “What areas have the greatest potential for improvement? To what extent have companies engaged in emerging markets? How can cycle times be impacted by these decisions? What types of savings can companies expect from these evaluations? How can companies use industry performance information to minimize their risk exposure?”

Recruitment practices, from where companies place their studies to how companies execute on their strategy, have the greatest potential for performance improvement. The recruitment process not only costs more and takes the most time from a clinical trials perspective, it also is crucial to the overall study’s success.

“The type of analysis found in this study is not available elsewhere. Companies are interested in measuring their performance and comparing themselves against industry, but they also want to ask the follow-on questions of how do we improve it. They want to know and understand *how* the way they do things can lead to enhanced performance and to what extent. This study answers all of these questions. KMR has the largest enrollment dataset in the industry, provided directly via sponsor companies. The analysis is trusted because the basis for the analysis is a dataset that has been thoroughly scrutinized and cross-referenced – the type of data vetting typically not found elsewhere.”, commented **Linda Martin, Principal of KMR GROUP.**

The study is currently enrolling for a 2010 report out.

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About KMR

KMR has been working exclusively in the biopharmaceutical R&D industry since 1990. 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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