Assessing Patient Recruitment To Improve Trial Performance
## Poland As A Best Performer

CHICAGO, Illinois, May 12, 2010 KMR GROUP, a firm specializing on biopharmaceutical R&D performance, has been analyzing a large set of clinical data to assess recent industry trends in recruitment and the factors that are influencing trial performance as part of its Enrollment Insights Study.   A key focus of the analysis is how geography affects the conduct of trials.

The study charts what the right performance expectations should be in a specific country or region, and illustrates the benefits of a more focused approach to recruitment through the use of cycle time and patient recruitment statistics. In addition, the study highlights how well each *company* performs for a given disease by region and country by providing each participant with its own Industry Ranking. Companies that score low on these rankings can use the information to develop improvement strategies that are location specific.

At the same time, the study highlights the best places for recruitment by disease type. Based on the preliminary analysis, Poland is one of the highest performing locations. Poland is consistently a leader in Phase II and III studies, not just compared to other countries in Eastern Europe, but also globally.

For example, Poland's Breast Cancer performance is among the top globally, with a median 8.6 subjects per site, which is over twice the rate of subjects per site in the United States (median value).

BREAST CANCER • *Subjects per site*

POLAND • 8.6

USA • 3.7

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Poland leads the world in Oncology studies more generally, with the number of subjects recruited per site per month at a median 0.9 subjects, compared to the global median of 0.4 subjects.
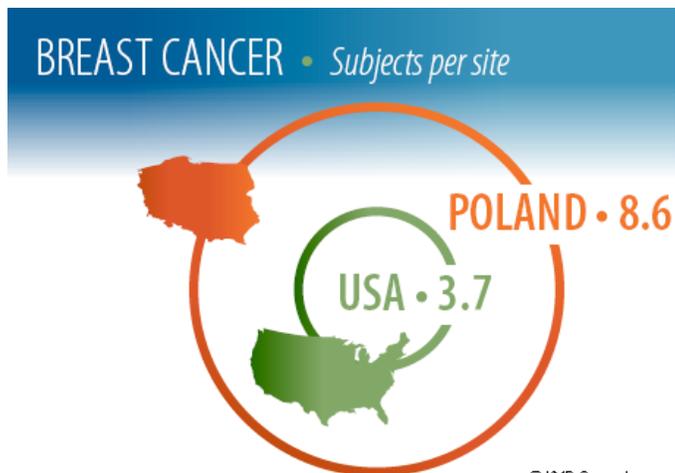
As another example, sites for Oncology trials in Poland were able to recruit 25% more patients than the other Eastern European countries.

The results of the KMR Group analysis, which will be included in the report of its Enrollment Insights Study and presented this fall to participating companies, helps companies reduce time to market and control costs through more effective enrollment strategies and operations, many of which are strongly influenced by geography.
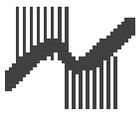
"Companies are interested in measuring their performance and comparing themselves against industry, but they also want to ask the key follow-on questions, of how to improve. They want to understand *how* the way they do things can lead to enhanced performance. This study, with a focus on recruitment, is right on target to answer all of those questions. Recruitment consumes the most financial resources as well as time in a clinical trial. KMR's Clinical Trial Cycle Time program reports that the time to randomize subjects in a Phase III Oncology study typically accounts for about half of the overall cycle time – not an insignificant proportion. KMR has the largest enrollment dataset in the industry, provided directly via sponsor companies. The results of our analysis provides concrete enrollment performance data, which is being used by companies to employ more effective enrollment strategies, including modifying region-specific recruitment plans", commented Linda Martin, Principal of KMR Group.

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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 and unrivaled commitment to data quality, 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