



For immediate release:

Site Scorecard Application: 3 New Ways to Select Best Performing Sites

CHICAGO, Illinois, November 1, 2011 KMR GROUP, a firm specializing on biopharmaceutical R&D performance, is pleased to announce three new therapy area additions to its Site Scorecard Application, a global site rating and performance tool. Site Scorecard now contains the following Therapy Areas: Female Reproductive, Hepatology and Urology.

A proprietary online application, Site Scorecard allows participating companies to find new sites, manage existing sites and select and evaluate these sites according to their actual clinical trial performance. The tool is unique in that the performance information is based on actual trial performance from participating sponsor companies. As one user stated, “there is nothing else like this on the market”.

Initiating sites that under-perform can place a heavy burden on the organization in terms of overall resource use and cost. The Site Scorecard tool helps companies reduce their risk exposure by helping to select the best sites for their needs and by providing them with information on individual sites that can help ensure appropriate recruitment goals for the sites are set. In turn, recruitment professionals are better able to determine the volume of sites needed to meet study plans and ensure timelines are met.

The tool ranks sites relative to their peers based on standard performance metrics that can be assessed according to a variety of criteria such as region or country and disease area. Therapy Areas currently in the application include: Cardiovascular, CNS, Dermatology, Endocrinology, Female Reproductive, Gastroenterology, Hematology, Hepatology, Musculoskeletal, Oncology, Ophthalmology, Respiratory and Urology.

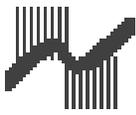
With a growing number of clients using the application, KMR Group will be adding even more Therapy Areas in the months ahead.

“Companies want to have the most reliable information when selecting sites for their clinical trials. Site Scorecard is the only application that allows users to identify these best performers using actual trial results that are provided directly by sponsor companies. We are pleased to help our clients by expanding our available Therapy Areas,” commented Linda Martin, Principal of KMR Group.

Companies interested in learning more about Site Scorecard are encouraged to contact KMR.

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About KMR

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

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