



For immediate release:

KMR Group Leads New Enrollment Metrix Forum

CHICAGO, Illinois, December 2, 2011 KMR GROUP, a firm specializing on biopharmaceutical R&D performance, has formed the Enrollment Metrix Forum. As companies strive to implement best recruitment practices, the Forum offers an opportunity to explore critical recruitment issues as well as analyze recruitment processes. Amgen, AZ, Bayer, BMS, J&J, Lilly, Merck, Pfizer, Roche, Shire and UCB are among the inaugural members.

The Enrollment Metrix Forum serves an industry leadership role for the exchange of ideas and the exploration of issues related to enrollment, offering insights that will prove of value to participants; including the use and identification of enrollment performance metrics, how best to incorporate metrics into the planning process, and using KPIs to identify key performance opportunities. The discussions are flexible, and representatives are encouraged to shape their direction.

Results of these exchanges are provided to members in a report format as part of our Enrollment Special Topics Series. The reports, which take input via members through discussion and surveys, are designed to add insight into the rapidly changing recruitment landscape. In addition, members will have access to the KMR Enrollment Metrix Forum website which offers access to the reports in addition to membership information, press releases and an on-line glossary of terms.

The first meeting focused on "Defining the Critical Metrics for Evaluating Recruitment Processes". Participants will meet again in December. The first report will be an analysis of key recruitment processes and their associated metrics.

“Recruitment business leaders want to help shape the progress of enrollment metrics and benchmarks and as a leader in the provision of global benchmarking data, KMR is pleased to facilitate this effort by sponsoring the Enrollment Metrix Forum; to work with industry in an open dialogue on this front. We see the forum as a platform for useful discussions, reliable information and as a community for advancing enrollment. It really is a rewarding and beneficial endeavor,” commented Linda Martin, Principal of KMR Group.

Companies interested in learning more about the Enrollment Metrix Forum are encouraged to contact KMR.

For further information contact:

Linda Martin, Principal Tel: +1 (312) 795-0400 Email: lmartin@kmrgroup.com

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 and recruitment metrics. Clients use KMR's Cycle Time Metrix program to evaluate its overall trial processes; Enrollment and Site Metrix to 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; as one client stated "there is nothing like this on the market for evaluating the performance of a given site"; also described as a "risk management tool", the tool helps recruitment specialists to meet or exceed their goals. The data in Site Scorecard is provided directly via sponsor companies, notable as the data cannot be derived from publicly available sources. With a flexible clinical platform that allows companies to participate only in the services of interest, KMR is a proven cost effective and reliable source for quality clinical performance information. Some of KMR's 2012 other benchmarking initiatives include the Clinical Development Productivity Study, Site Contracts Study and Outsourcing Performance. For more information about these studies or for a demonstration of Enrollment Metrix, Cycle Time Metrix or KMR's newest application, Site Scorecard, please contact KMR. Visit our website at <https://www.kmrgroup.com>

KMR Group

150 North Wacker Drive, Suite 1070 • Chicago, Illinois 60606 USA

1-312-795-0400 • Fax 1-312-795-0491 www.kmrgroup.com Copyright © KMR Group 2011 All rights reserved.