



***For immediate release:***

## **KMR Group To Present Site Metrics Analysis At DIA Meeting**

CHICAGO, Illinois, June 13, 2012 – KMR Group, a leader in providing performance data and analysis to the international biopharmaceutical R&D industry, is pleased to announce that Melissa Hutchens of KMR Group will be presenting at the DIA Annual Meeting in Philadelphia this month. Discussing the use of site metrics, the talk is part of the Clinical Trial Metrics Symposium in the Clinical Operations Track.

Ms. Hutchens will discuss ways to evaluate site performance using quantitative performance metrics as well as provide examples of these measures based on performance data from KMR's recent clinical datasets. At the same time, Melissa will offer insight as to how these measures can be used in the site selection, planning and contracting processes to accelerate enrollment and improve productivity.

"Site performance in the quantitative sense is one those areas that is underused in terms of its importance on the performance of a clinical trial. This is in part due to the limited sample sizes companies have to work with when they evaluate the performance of a given site using just their own data. In addition, there are a plethora of things companies can measure and it takes discipline to focus on the most important elements. External sources offer companies the opportunity to pool their data into a vetted industry dataset with a framework that focuses on key performance indicators and that makes it easy to use while still allowing companies flexibility to build their own analysis," commented Melissa Hutchens of KMR Group.

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### **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, recruitment and site metrics data, with over 15,000 global clinical trials and a reputation built on quality. Clients rely on KMR's Enrollment and Site Metrix tools for enrollment and site benchmarks as well as to help them define recruitment strategies, shape enrollment plans and forecast recruitment. The firm's newest tool, Site Scorecard, provides companies with access to performance data and industry benchmarks for named sites. For more information about these reports or for a demonstration of any of KMR's tools, please contact KMR or visit their website at <https://www.kmrgroup.com>.

### **KMR Group**

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