



For immediate release:

Site Metrix Illuminates Trial Planning Opportunities

CHICAGO, Illinois, September 28, 2015 – KMR Group, a leader in biopharmaceutical R&D performance analytics, announces the launch of its Site Metrix Application. Site Metrix helps biopharmaceutical companies with trial planning, in particular with site level enrollment plans. The proprietary online tool provides metrics at the country level in order to help those involved with trial placement more effectively plan for their trials.

Clinical trial planners need access to information beyond their company's past performance in order to make more informed decisions about upcoming trials. Evaluating industry data at the trial level, site level and individual site level are all beneficial for the most comprehensive plans. Site Metrix is just one of a host of online tools KMR Group has developed to benefit the biopharma industry at each stage in the enrollment and trial planning process.

Accessing data based on site level performance has previously been a challenge. The granularity needed by trial planners requires the expertise and breadth of performance information that does not stem from publically available sources. Through KMR Group's clinical program, detailed site level performance information is available for sponsor companies to assist in all facets of clinical trial planning.

Site Metrix complements KMR Group's Site Scorecard Application which provides individual site metrics, lists and ranks for specific named sites. "Our site level information is unparalleled in the industry. For country level metrics and site specific metrics, KMR Group is offering data in a way that is not only comprehensive but extremely relevant to the demands of today's trial planning," commented Linda Martin, KMR Group President and Founder.

Current clients subscribed to Enrollment Metrix will have immediate access to the Site Metrix application, as both Enrollment Metrix and Site Metrix facilitate trial and site level enrollment planning. Companies interested in licensing the application are encouraged to contact KMR Group.

For more information about KMR's Site Metrix or other KMR clinical tools contact:

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About KMR

KMR Group has worked exclusively in biopharmaceutical R&D since the early 1990s. KMR Group is an industry leader in benchmarking, analytics and performance management as well as a developer of on-line analytics tools that enable access to our propriety and rich datasets.

KMR's clinical platform contains the most reliable source for trial performance, recruitment and site metrics data, with over 20,000 global clinical trials. Clients rely on these tools to benchmark performance, define recruitment strategies and shape enrollment plans and to identify best performing sites. For more information or for a demonstration of any of KMR's tools, please contact us.



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