

What Does The Pharma Industry Want From CROs?

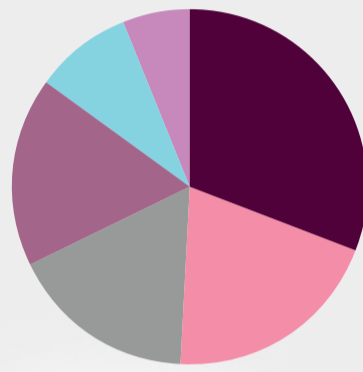
53% of decision makers would consider changing their preferred CRO in the next 12 months

A recent subscriber survey of over 100 senior decision makers from across the pharma industry told us what's important to them and the challenges they face when working with contract research organizations (CROs).

What's Important When Choosing a CRO Partner?

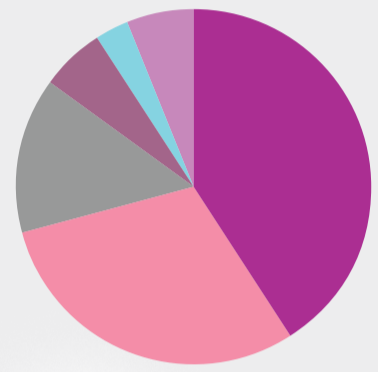
- #1 Perceived Quality
- #2 Price
- #3 Previous Knowledge of Working With Them
- #4 Specialized CRO
- #5 Designated Account Team/Project Manager
- #6 Reputation
- #7 Global One Stop Shop
- #8 Reduced Timeline
- #9 Recommendation
- #10 Award Winning

What Are Pharma's Biggest Challenges When Collaborating with a CRO?



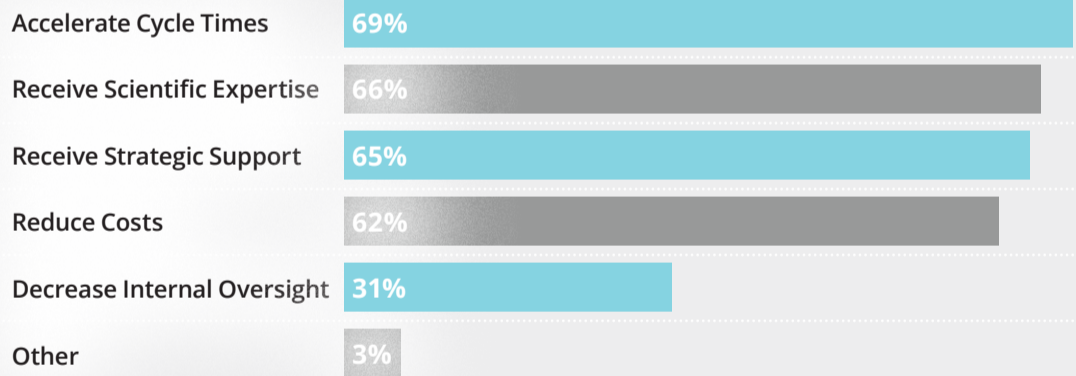
People Turnover	31%
Costs	20%
Project Management	17%
Quality Control	17%
Communication	9%
Other	6%

What Are Pharma's Biggest Concerns When Outsourcing to a CRO?



Quality	41%
Capability & Capacity	30%
Experience	14%
Result Control	6%
IP Protection	3%
Other	6%

Top Benefits in Partnering with a CRO



Top Considerations For a Successful Partnership

- | | |
|-------------------------|------------------|
| Team Expertise | Risk mitigation |
| Operational Scalability | Local Presence |
| Financial Stability | Global Resources |

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