

# Phase II/III CRO Benchmarking

16<sup>th</sup> Edition



**WORLDWIDE**  
CLINICAL TRIALS

## Worldwide Clinical Trials Company Performance Profile

Excerpt from Phase II/III CRO Benchmarking (16<sup>th</sup> Edition)

# Report Overview

## IN THIS EXCERPT:

The content for this excerpt was taken directly from *Phase II/III CRO Benchmarking (16<sup>th</sup> Edition)* report, February 2024. All or parts of the following sections are included in this excerpt: ISR Report Overview, Methodology, Service Provider Performance and Loyalty Key Findings, Company Service Quality Profiles, Worldwide Clinical Trials Performance Summary, Performance Across Service Providers, and About ISR.

ISR's CRO Benchmarking reports are our longest-standing studies and we take pride in our history of offering high-quality data to our customers. The *Phase II/III CRO Benchmarking (16<sup>th</sup> edition)* report has a wealth of information and has been created with two primary goals:

### 1. Help biopharmaceutical companies make more informed CRO selection decisions

With so many providers vying for clinical trial work, it can be challenging to find the right fit for a particular sponsor organization or trial. And without prior experience with a CRO, it is difficult to judge how the CRO will perform.

This report arms sponsors with the information to feel more confident in their selection decisions. Discover key attributes that drive provider selection depending on whether a company is choosing among preferred providers, is deviating from their preferred list, or has no formal preferred provider agreements. Learn how individual CROs perform along important dimensions such as *Meeting overall project timelines*, *Data quality*, and *Patient recruitment*. This research affords a more informed purchase of CRO services and allows readers to narrow down which CROs might best fit their needs.

### 2. Help CROs optimize operational and marketing strategies

The second goal for this report is to share with CROs how they and their competitors are perceived by the Phase II/III market. Learning your customers' assessments of your strengths and weaknesses can be invaluable for both the development and marketing of a successful offering. With this report, you'll understand in which areas your company's performance shines and in which areas you may need to close the gap relative to competitors. These insights, coupled with findings about which attributes sponsors consider important in provider selection, can then be used to design messaging and marketing materials that effectively promote your company's strengths and differentiators.

For this year's report, we surveyed 232 experienced Phase II/III outsourcers and collected their insights regarding 824 recent service provider encounters. Thirty-one provider drilldowns are included, covering performance on 22 attributes across four categories (Delivery Factors, Staff Characteristics, Services, and Project Delivery across Geographies). This report also contains a section on Service Provider Cost and Value where we delve into cost perceptions, satisfaction with the value received, and appropriateness of change orders.

We're in the business of providing quality market research to ensure both sponsors and providers can glean what they need to make the best decisions possible for their clinical development programs and service offerings. Welcome to the 16<sup>th</sup> edition of ISR's *Phase II/III CRO Benchmarking* report.

# Methodology

Data for this study were collected in Q4, 2023.

232 respondents from North America, Europe, Asia-Pacific, and Latin America participated in this 30-minute, web-based quantitative survey.

824 service encounters were captured.

Respondents were required to pass several screening criteria to qualify and participate in this survey:

- Must work at a pharmaceutical company, biotech company, or medical device company
- Must have responsibility in at least one of several relevant areas such as Clinical Operations, Project Management, Executive Management, Medical, Outsourcing/Procurement, or Research and Development Management
- Must have involvement with outsourced Phase II/III trials within past 12 months

Consolidation is nothing new to the contract services industry, and a number of companies featured in this report have been part of recent M&A activity. At ISR, we know that integration of a new acquisition can take a significant amount of time; as such, companies acquired within the past 18-24 months are still represented by the prior brand along with the new name in the survey. Very recent acquisitions are often represented by the prior name only as data were collected prior to the acquisition.

## Company Ratings

Service Provider	Number of Respondent Ratings
Advanced Clinical	6
<b>Allucent (CATO SMS, Pharm-Olam)</b>	<b>10</b>
Altasciences	5
Caidya (Clinipace, dMed)	8
ClinChoice	6
DCRI-Duke	6
<b>Eurofins</b>	<b>34</b>
<b>Fortrea (formerly Labcorp/Covance)</b>	<b>58</b>
<b>Frontage</b>	<b>10</b>
George Clinical	4
<b>ICON</b>	<b>104</b>
Innovaderm	6
inSeption Group	2
<b>IQVIA</b>	<b>146</b>
Lambda	3
Medpace	32

Service Provider	Number of Respondent Ratings
Novotech	10
Novum	3
Ora	4
<b>Parexel</b>	<b>97</b>
<b>PPD (part of Thermo Fisher)</b>	<b>94</b>
Precision for Medicine	16
Premier Research	20
ProPharma Group	10
PSI	7
QPS	4
Rho	2
<b>SGS Health Science</b>	<b>11</b>
<b>Syneos Health</b>	<b>74</b>
UBC	7
<b>Worldwide Clinical Trials</b>	<b>25</b>
<b>Total</b>	<b>824</b>

Companies listed in bold print have been reviewed by 10 or more respondents. These providers have detailed company service quality profiles and are included in an in-depth performance analysis.

Three horizontal bars of equal length, colored white, yellow, and green from top to bottom, are located on the left side of the slide.

# Service Provider Performance and Loyalty

# Key Findings

## Top Performers:

- **Overall:** Worldwide Clinical Trials, SGS Health Science, Fortrea (formerly Labcorp/Covance)
- **Delivery Factors:** SGS Health Science, IQVIA, PPD (part of Thermo Fisher)
- **Staff Characteristics:** Worldwide Clinical Trials, Allucent (CATO SMS, Pharm-Olam), Fortrea (formerly Labcorp/Covance)
- **Services:** Fortrea (formerly Labcorp/Covance), Eurofins, Worldwide Clinical Trials
- **Project Delivery in North America:** Fortrea (formerly Labcorp/Covance), PPD (part of Thermo Fisher), Precision for Medicine
- **Project Delivery in Europe:** Worldwide Clinical Trials, Parexel, Medpace
- **Project Delivery in Asia-Pacific:** Parexel, Syneos Health, IQVIA

Note: Only CROs with an average of 10 or more recent users across the five service categories were eligible to be considered as a Top Performer in services. Only CROs with 10 or more recent users in a region were eligible to be considered as a Top Performer in that region.

## Loyalty:

- **2024:** IQVIA, ICON, Medpace, SGS Health Science
- **3-year rolling average:** SGS Health Science, ICON, IQVIA



# Company Service Quality Profiles

The following section includes one-page profiles for each of the CROs in the study that received ten or more performance ratings. Profile elements include:

### Brand Index:

This metric, primarily intended for use by service marketers, reflects the strength of company's brand across the three measures of pure perception: Awareness, Familiarity, and Leadership. It is represented on a 100-point scale.

### Performance Index:

Also represented on a 100-point scale, the Performance Index reflects the entirety of a company's performance scores—from all users, across all attributes—relative to its customers' expectations.

The index graphics also show the "Competitive Range" for the index. This range reflects the highest and lowest scores for all profiled competitors and is included to give context to individual company scores.

### Brand & Performance Index Color Scale:



### Brand Performance:

This provides a high-level look into key brand metrics.

- Awareness: % of respondents who are aware of the provider
- Familiarity: % of respondents who have used the provider's Phase II/III services, are very familiar with its Phase II/III services, or are somewhat familiar with its Phase II/III services
- Leadership: % of respondents who selected the provider as a 'leader' in the field of Phase II/III
- Use: % of respondents who have used the provider for Phase II/III services within the last 18 months

### Customer Loyalty

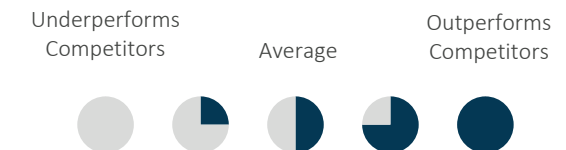
This chart shows each profiled provider's 2024 Customer Loyalty score in comparison to the overall 2024 industry average.

### Average Customer Experience

The Harvey Balls show each profiled provider's rating across twelve of the most essential CRO attributes and capabilities.

### Customer Experience Ratings Key:

Scores are in relation to the average, and do not necessarily indicate poor or problem-free performance.

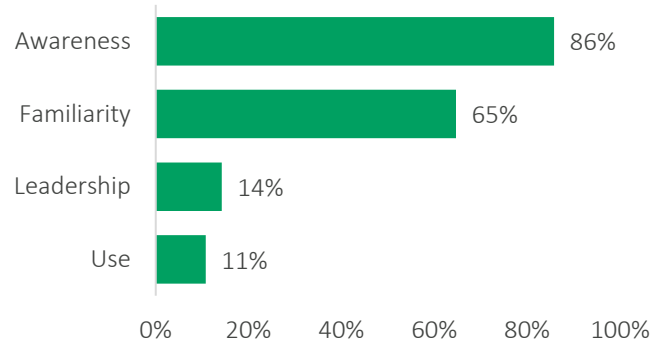




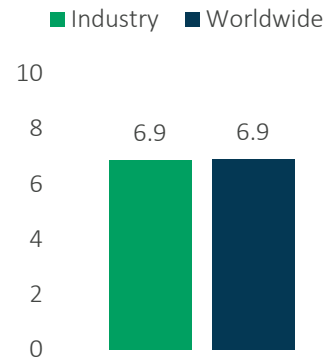
# Worldwide Clinical Trials

(n=25)

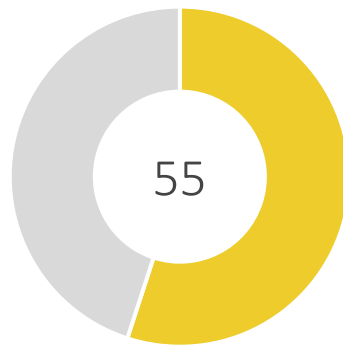
## Brand Performance



## Loyalty

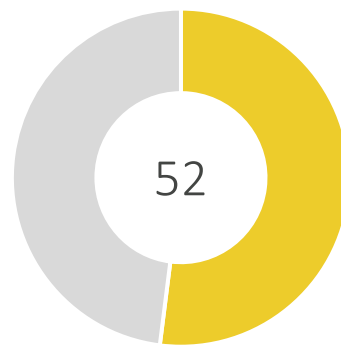


## Brand Index



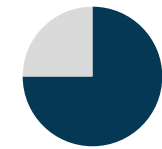
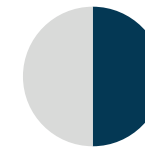
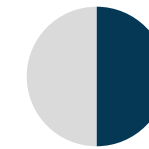
Competitive Range: 27-91

## Performance Index



Competitive Range: 45-52

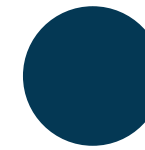
## Customer Experience


Operational  
excellence

Therapeutic  
expertise


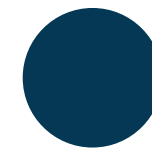
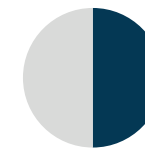
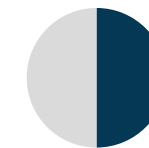
Data quality



Patient recruitment


Meeting overall  
project timelines

Project manager  
quality

Local market /  
Regulatory  
knowledge

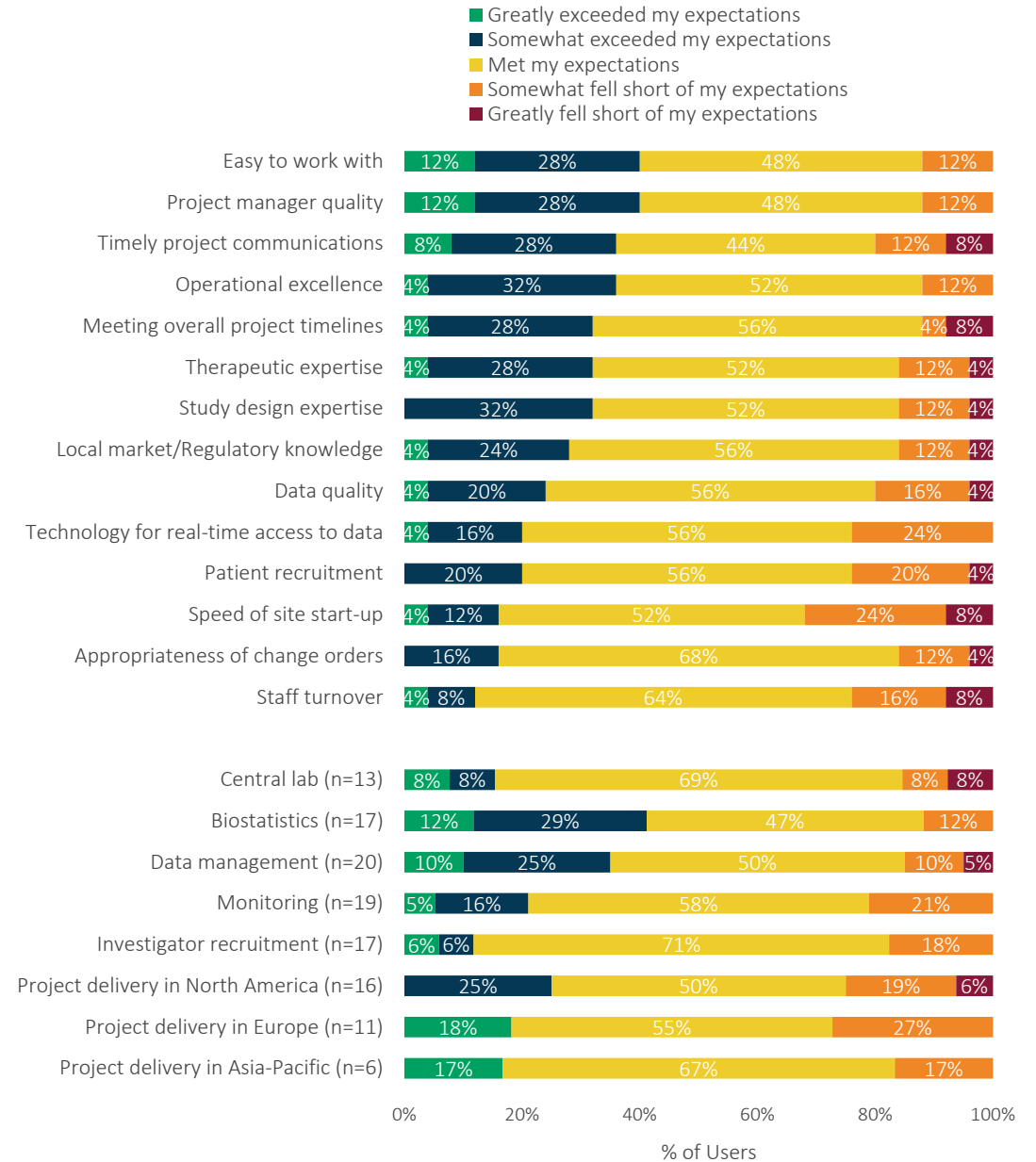
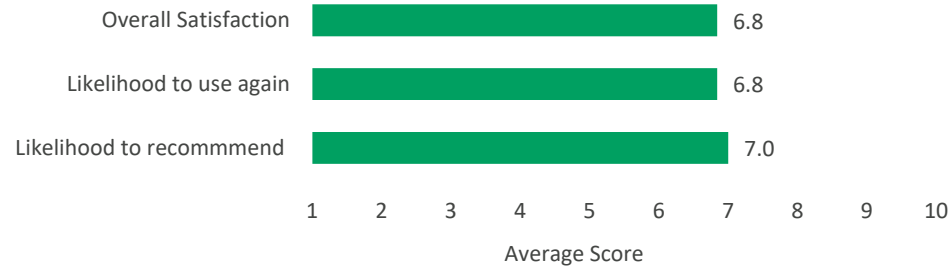
Central lab  
(n=13)

Biostatistics  
(n=17)

Data management  
(n=20)

Monitoring  
(n=19)

Investigator  
recruitment  
(n=17)

# Worldwide Clinical Trials

(n=25)

## Loyalty Component Scores



# Performance Across Service Providers

The “cross-CRO” chart on the next page has been developed as a way for pharma companies and CROs to quickly gauge how CROs perform against their peers on a specific performance attribute.

The metrics used in the following chart assign 3 points if respondents indicated the service provider greatly exceeded expectations, 1 point if they somewhat exceeded expectations, 0 points if they met expectations, -1 point if they somewhat missed expectations, and -3 points if they greatly missed expectations. A service provider’s scores are included on the chart if 10 or more respondents evaluated its performance.

A note regarding the Services and Project delivery by geography attributes: Though not every provider may offer each of these services, participants may rate the provider’s management (or perceived management) of these services. Furthermore, scores are only shown if at least 10 respondents have recent experience using the provider for a particular service. For example, Worldwide Clinical Trials does not have a score for *Project delivery in Asia-Pacific* because fewer than 10 respondents rated its performance in that area.



	Industry Average	Worldwide Clinical Trials (n=25)	CRO A	CRO B	CRO C	CRO D	CRO E	CRO F	CRO G	CRO H	CRO I	CRO J	CRO K	CRO L	CRO M	CRO N	CRO O
Appropriateness of change orders	-0.07	-0.08	-0.50	-0.12	-0.14	-0.03	-0.05	-0.25	-0.40	-0.19	0.12	-0.30	-0.01	0.10	0.00	0.05	0.27
Data quality	0.09	0.04	0.10	0.12	0.08	0.09	0.14	0.13	0.20	-0.14	0.03	-0.10	0.12	-0.50	0.15	0.00	0.18
Easy to work with	0.16	0.52	0.00	-0.05	0.22	0.41	0.16	0.38	0.10	-0.01	0.00	-0.50	0.09	0.50	0.21	0.15	0.64
Local market/Regulatory knowledge	0.16	0.12	0.10	0.17	0.15	-0.06	0.11	0.06	0.10	-0.05	0.26	-0.10	0.38	0.30	0.12	0.00	0.27
Meeting overall project timelines	0.01	0.12	-0.10	0.07	0.04	-0.03	0.02	-0.06	0.10	-0.20	-0.18	-0.50	0.01	0.10	0.06	-0.10	0.36
Operational excellence	0.11	0.32	-0.30	0.10	0.15	0.28	0.00	0.25	0.00	-0.11	-0.03	-0.10	0.25	0.00	0.18	-0.30	-0.09
Patient recruitment	-0.07	-0.12	-0.50	-0.14	0.07	-0.06	-0.15	-0.25	-0.10	-0.27	-0.06	-0.30	-0.08	-0.30	0.05	-0.25	-0.18
Project manager quality	0.08	0.52	-0.20	0.28	0.16	0.19	-0.02	0.13	0.00	-0.09	-0.03	-0.30	0.04	0.20	0.13	-0.05	0.09
Speed of site start-up	-0.09	-0.24	-0.40	-0.05	-0.10	0.00	-0.07	-0.19	0.10	-0.24	0.00	-0.50	-0.08	0.10	-0.03	-0.15	-0.09
Staff turnover	-0.22	-0.20	-0.80	-0.09	-0.29	-0.28	-0.09	-0.13	0.00	-0.55	-0.12	-0.30	-0.22	-0.20	-0.17	-0.20	-0.09
Study design expertise	0.03	0.08	0.50	0.02	-0.05	0.00	0.11	-0.06	0.00	-0.08	-0.12	-0.40	0.07	-0.20	0.10	0.10	0.09
Technology for real-time access to data	0.07	0.04	-0.10	-0.02	0.01	-0.06	0.07	0.19	0.00	-0.04	0.12	-0.30	0.26	-0.20	0.14	-0.10	0.09
Therapeutic expertise	0.13	0.16	0.40	0.07	0.11	0.25	0.24	0.06	-0.20	-0.07	0.26	-0.10	0.24	-0.20	-0.03	0.00	-0.09
Timely project communications	0.11	0.16	0.60	0.21	0.15	0.06	0.13	-0.13	0.10	-0.05	-0.06	-0.60	0.15	0.20	0.11	-0.20	0.18
Central lab	-0.01	0.00	Not enough data	0.08	0.04	0.23	0.04	Not enough data	Not enough data	-0.08	0.17	Not enough data	-0.13	Not enough data	0.08	Not enough data	Not enough data
Biostatistics	0.08	0.53	Not enough data	0.36	-0.16	-0.10	0.34	Not enough data	Not enough data	-0.02	0.19	Not enough data	0.08	Not enough data	-0.04	Not enough data	Not enough data
Data management	0.16	0.30	Not enough data	0.32	0.06	-0.05	0.25	Not enough data	Not enough data	-0.11	0.13	Not enough data	0.21	Not enough data	0.13	0.20	Not enough data
Monitoring	0.05	0.11	Not enough data	0.29	0.00	0.04	0.18	Not enough data	Not enough data	-0.18	0.18	Not enough data	0.08	Not enough data	0.02	Not enough data	Not enough data
Investigator recruitment	0.01	0.06	Not enough data	0.42	-0.10	-0.10	0.07	Not enough data	Not enough data	-0.24	0.40	Not enough data	0.01	Not enough data	0.11	Not enough data	Not enough data
Project delivery in North America	0.08	-0.13	Not enough data	0.29	0.09	0.07	0.03	0.10	Not enough data	0.02	0.05	Not enough data	-0.05	Not enough data	0.16	-0.18	Not enough data
Project delivery in Europe	0.02	0.27	Not enough data	-0.03	-0.09	0.07	0.16	Not enough data	Not enough data	-0.07	0.04	Not enough data	0.01	Not enough data	0.06	Not enough data	Not enough data
Project delivery in Asia-Pacific	0.11	Not enough data	Not enough data	0.07	0.04	Not enough data	0.22	Not enough data	Not enough data	0.19	0.00	Not enough data	0.15	0.10	0.05	Not enough data	Not enough data



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