

# Phase I CRO Benchmarking

16<sup>th</sup> Edition



**WORLDWIDE**  
CLINICAL TRIALS

## Worldwide Clinical Trials Company Performance Profile

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

# Report Overview

## IN THIS EXCERPT:

The content for this excerpt was taken directly from *Phase I CRO Benchmarking (16<sup>th</sup> Edition)* report, May 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 I 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 *Access to patient populations*, *Operational excellence*, and *Therapeutic expertise*. 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 I 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 169 experienced Phase I outsourcers and collected their insights regarding 596 recent service provider encounters. Thirty-four provider drilldowns are included, covering performance on 21 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 I CRO Benchmarking* report.

# Methodology

Data for this study were collected in Q4, 2023.

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

596 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 I 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.

Please note: IQVIA no longer directly conducts Phase I trials but is involved in coordinating their conduct through a network of other providers which leaves the interpretation of IQVIA's figures challenging.

# Company Ratings

Service Provider	Number of Respondent Ratings
Allucent (CATO SMS, Pharm-Olam)	4
Altasciences	9
BioPharma Services Inc.	5
Biotrial	4
Caidya (Clinipace, dMed)	5
<b>Celerion</b>	<b>17</b>
<b>CHDR</b>	<b>10</b>
Clinical Research Services (CRS)	5
CTI Clinical Trial & Consulting	5
DCRI-Duke	3
<b>Eurofins</b>	<b>20</b>
<b>Fortrea (formerly Labcorp/Covance)</b>	<b>47</b>
<b>Frontage</b>	<b>10</b>
<b>ICON</b>	<b>65</b>
Innovaderm	3
<b>IQVIA</b>	<b>80</b>
Lambda	6
<b>Medpace</b>	<b>20</b>

Service Provider	Number of Respondent Ratings
<b>Novotech</b>	<b>13</b>
Novum	5
Nuvisan	6
<b>Parexel</b>	<b>74</b>
<b>PPD (part of Thermo Fisher)</b>	<b>60</b>
<b>Precision for Medicine</b>	<b>14</b>
Profil	3
ProPharma Group	6
ProSciento	2
<b>QPS</b>	<b>10</b>
<b>Quotient Sciences</b>	<b>11</b>
Rho	4
SGS Health Science	7
Spaulding Clinical	2
<b>Syneos Health</b>	<b>40</b>
<b>Worldwide Clinical Trials</b>	<b>21</b>
<b>Total</b>	<b>596</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.

# Service Provider Performance and Loyalty

# Key Findings

## Top Performers:

- **Overall:** CHDR, Precision for Medicine, ICON
- **Delivery Factors:** CHDR, ICON, Precision for Medicine
- **Staff Characteristics:** CHDR, Worldwide Clinical Trials, Precision for Medicine
- **Accessibility:** CHDR, Celerion, Precision for Medicine
- **Services:** Medpace, Worldwide Clinical Trials, ICON

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.

## Loyalty:

- **2024:** CHDR, ICON, IQVIA
- **3-year rolling average:** CHDR, ICON, PPD (part of Thermo Fisher)

# 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 service 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, CRO B does not have a score for *Central lab* services because fewer than 10 respondents rated its performance in that area.



	Industry Average	Worldwide Clinical Trials (n=21)	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
Access to "unique" tests, machines, equipment	0.14	0.14	0.10	0.00	0.50	0.20	0.13	-0.27	0.13	-0.54	0.18	0.29	0.14	0.22	0.25	0.21	0.23
Access to patient populations	0.23	0.05	0.20	0.00	1.10	0.20	-0.02	-0.27	0.29	-0.54	0.33	0.41	0.22	0.40	0.05	0.43	0.25
Appropriateness of change orders	0.07	0.19	0.00	-0.20	0.20	0.10	-0.13	-0.09	0.11	-0.31	0.08	0.18	0.04	0.26	-0.05	0.07	0.08
Clinic availability	0.23	0.24	0.20	0.10	0.80	0.10	0.13	-0.09	0.26	-0.31	0.18	0.47	0.22	0.31	-0.15	0.43	0.30
Data quality	0.27	0.29	-0.10	-0.10	0.90	0.20	0.34	-0.18	0.34	-0.46	0.33	0.12	0.18	0.52	-0.10	0.43	0.30
Easy to work with	0.24	0.29	0.15	-0.20	0.00	0.30	0.06	0.09	0.31	-0.46	0.18	0.18	0.11	0.34	0.20	0.14	0.52
Local market/Regulatory knowledge	0.24	0.33	-0.05	0.10	1.50	0.00	0.19	-0.27	0.30	-0.15	0.35	0.18	0.09	0.31	0.05	0.29	0.20
Meeting overall project timelines	0.14	0.19	0.05	-0.10	0.30	0.40	0.06	0.18	0.10	-0.31	0.13	0.18	0.08	0.25	-0.10	0.29	0.18
Operational excellence	0.17	0.24	0.10	-0.10	0.80	-0.10	-0.09	0.27	0.21	-0.46	0.13	0.18	0.14	0.46	-0.15	0.21	0.35
Patient/volunteer recruitment	0.16	0.10	0.15	0.00	0.60	-0.10	0.02	-0.27	0.18	-0.62	0.03	0.29	0.12	0.34	0.00	0.21	0.30
Project manager quality	0.22	0.52	0.10	-0.20	0.60	0.10	-0.02	0.18	0.25	-0.46	0.23	0.41	0.15	0.38	0.00	0.43	0.37
Responsiveness	0.25	0.33	0.05	-0.30	0.60	0.30	0.02	0.18	0.25	-0.15	0.35	0.18	0.18	0.29	0.15	0.50	0.40
Scientific knowledge of the Phase I unit's lead investigator	0.27	0.24	0.10	-0.10	0.50	0.10	0.21	0.09	0.41	-0.23	0.30	0.00	0.26	0.34	-0.10	0.00	0.33
Staff turnover	-0.04	-0.19	0.20	-0.50	0.20	0.00	-0.09	-0.45	-0.11	-0.85	0.08	0.00	0.00	-0.06	-0.40	0.21	0.05
Technology for real-time access to data	0.18	0.43	-0.05	-0.20	0.70	0.00	0.13	-0.27	0.31	-0.92	0.05	-0.18	0.26	0.37	0.05	0.50	0.17
Therapeutic expertise	0.25	0.48	0.20	-0.10	0.40	0.30	0.17	-0.55	0.35	-0.38	0.30	0.24	0.31	0.48	0.05	0.50	0.13
Timely project communications	0.23	0.62	0.20	-0.10	1.20	0.30	-0.17	0.18	0.33	-0.15	0.23	-0.06	0.18	0.38	0.05	0.21	0.23
Central lab	0.15	-0.14	0.36	Not enough data	Not enough data	0.10	0.14	Not enough data	0.16	Not enough data	0.69	0.23	0.12	0.22	0.20	Not enough data	0.08
Biostatistics	0.23	0.55	0.43	Not enough data	Not enough data	Not enough data	0.19	Not enough data	0.32	Not enough data	0.04	0.09	0.16	0.26	0.18	Not enough data	0.28
Data management	0.23	0.75	0.40	Not enough data	Not enough data	Not enough data	0.17	Not enough data	0.33	Not enough data	0.20	-0.15	0.09	0.27	-0.46	Not enough data	0.33
Monitoring	0.21	0.06	0.43	Not enough data	Not enough data	Not enough data	0.25	Not enough data	0.29	Not enough data	0.20	0.44	0.16	0.38	-0.30	Not enough data	0.22





# 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 I services, are very familiar with its Phase I services, or are somewhat familiar with its Phase I services
- Leadership: % of respondents who selected the provider as a 'leader' in the field of Phase I
- Use: % of respondents who have used the provider for Phase I services within the last 18 months

### Customer Loyalty

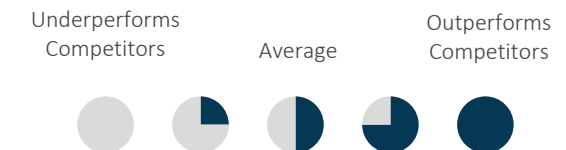
This chart shows each profiled provider's 2024 Customer Loyalty score in comparison to the overall 2024 industry average.

### 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:

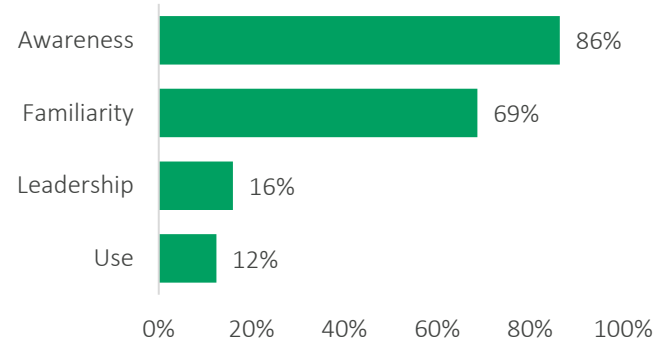
Scores are in relation to the average, and do not necessarily indicate poor or problem-free performance.



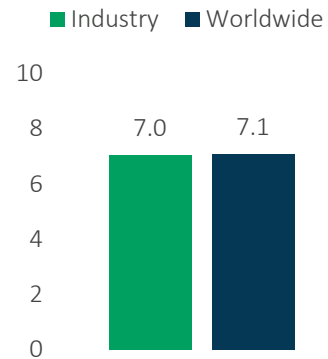
# Worldwide Clinical Trials

(n=21)

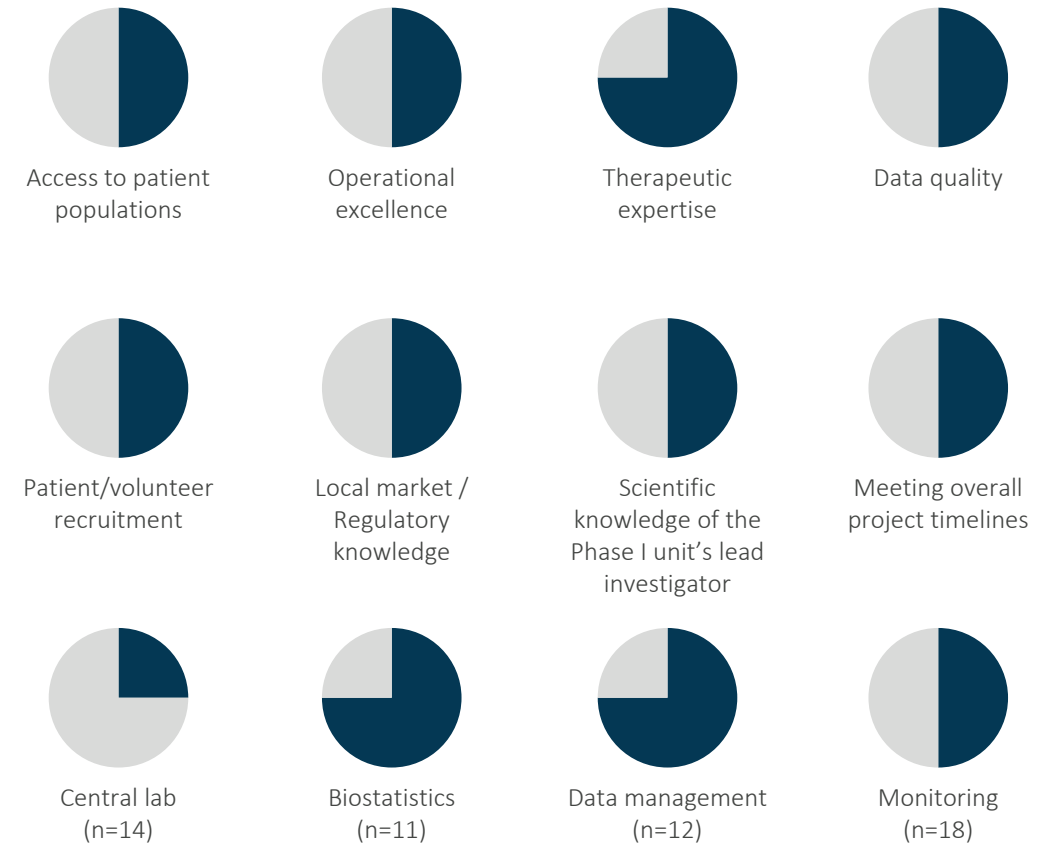
## Brand Performance



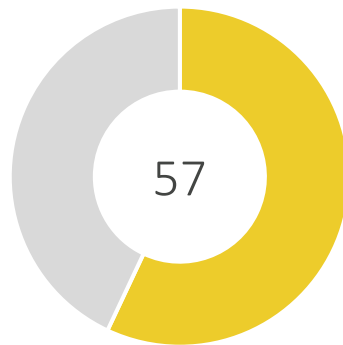
## Loyalty



## Customer Experience

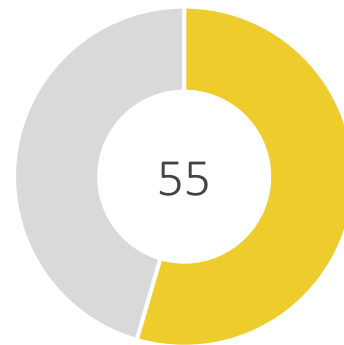


## Brand Index



Competitive Range: 21-85

## Performance Index

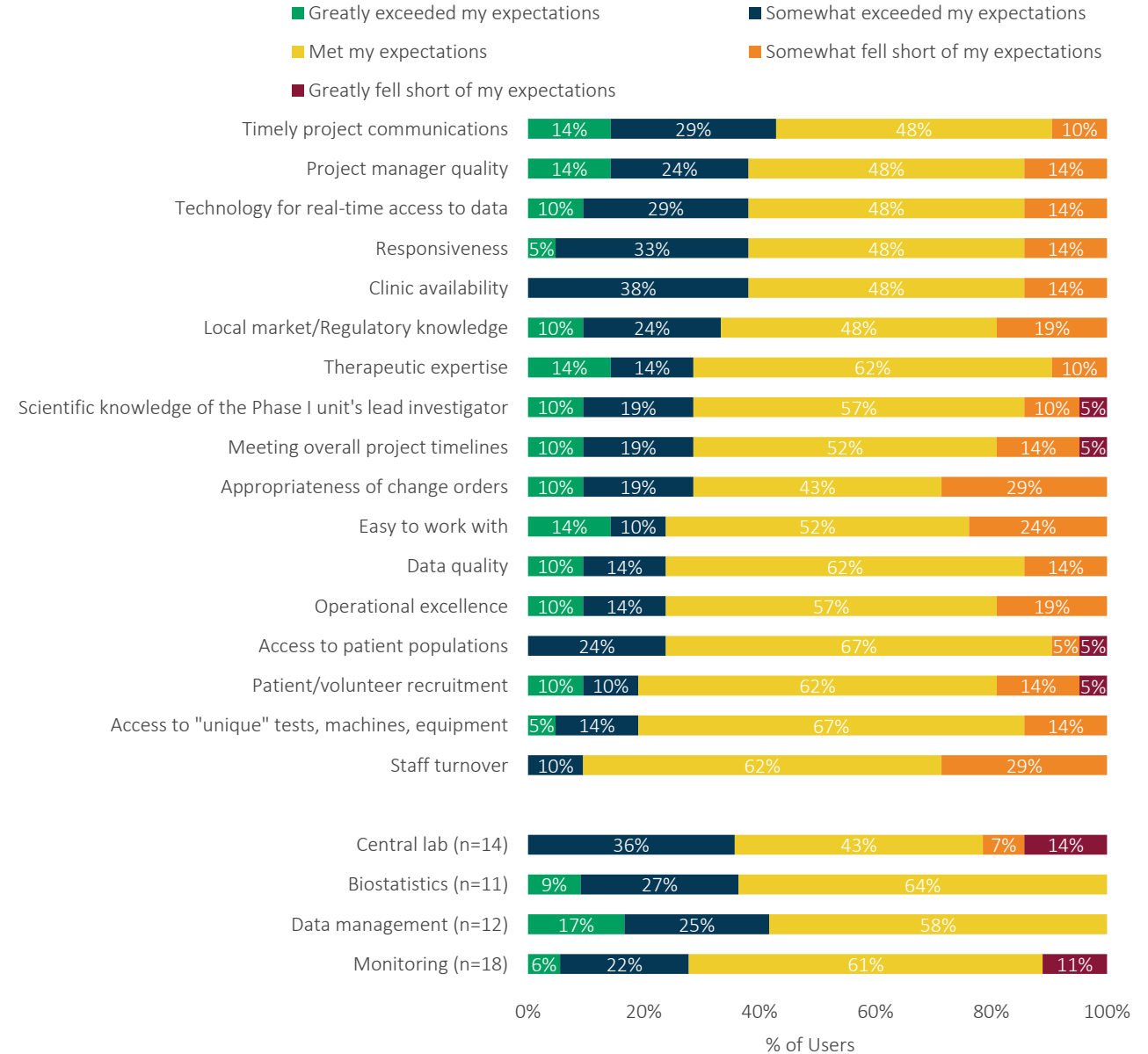
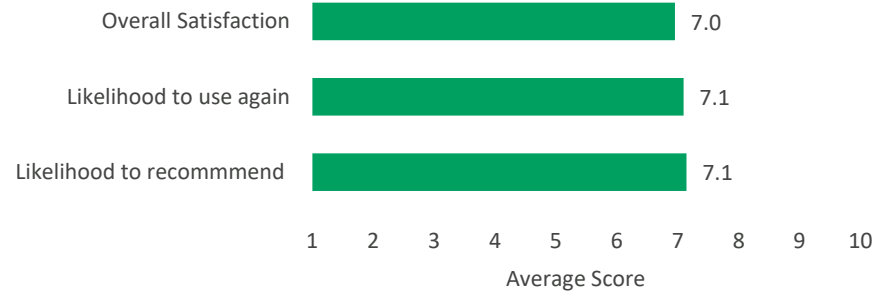


Competitive Range: 42-58

# Worldwide Clinical Trials

(n=21)

## Loyalty Component Scores





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