

measuring **PERFORMANCE** in clinical research



INSIGHTS INTO WHY PHARMACEUTICAL COMPANIES USE PERFORMANCE MANAGEMENT METRICS, AND HOW THEY VIEW THEIR EFFORTS.

PharmaVOICE and Cognos recently surveyed a cross-section of management titles from pharmaceutical, biotech and related companies to learn about their key clinical research objectives; barriers to reaching them; and how they view their performance management efforts. Here's a summary of our questions, and their answers.

IDENTIFYING TOP OBJECTIVES, BARRIERS

The top five objectives identified as most important to respondents' overall clinical research strategies.

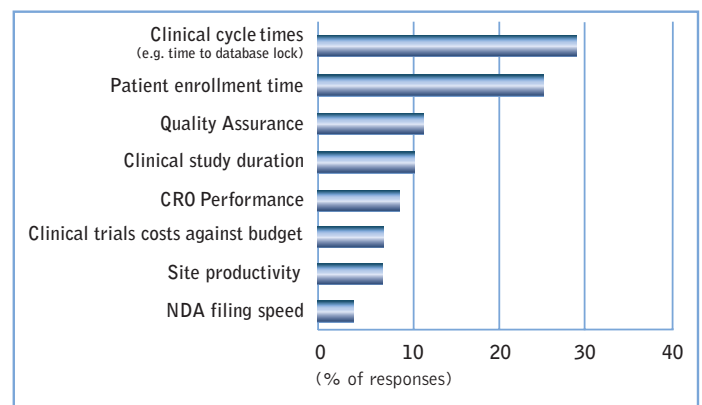
1. Deliver quality, timely study results
2. Increase NDA filing speed
3. Increase number of NCEs entering clinical trial
4. Conduct clinical trials within budget
5. Ensure regulatory compliance, reduce cycle times

The top five barriers to achieving clinical research objectives.

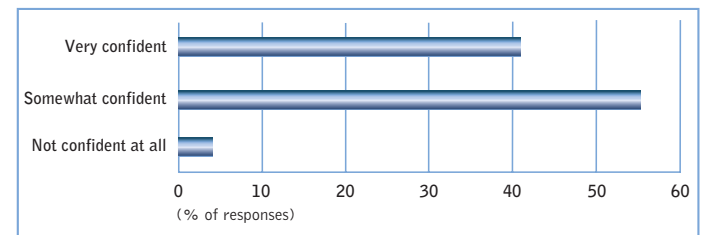
1. Recruiting patients
2. Insufficient resources: money, time, people
3. Developing and managing effective outsourcing relationships
4. Spotting trends, bottlenecks that might impact trial progress
5. Securing accurate information on cost of trials against plan

EVALUATING PERFORMANCE

Areas where metrics are used to evaluate clinical research.



Most respondents lack confidence in the accuracy and consistency of data they receive on the status of their clinical programs. Only 4 in 10 respondents are “very confident.”

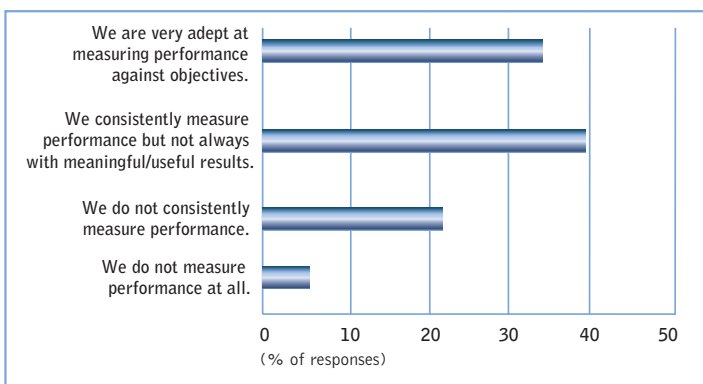


When asked which capabilities could increase the effectiveness of internal systems, respondents ranked options as follows:

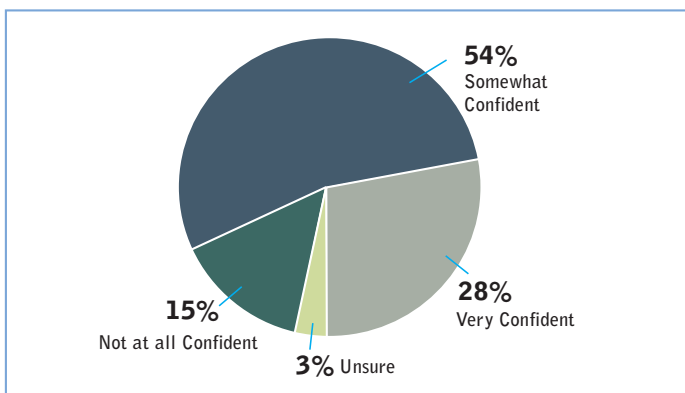
1. Easier, faster access to data
2. Visibility of information residing in multiple systems
3. Ability to share information with CROs and other external partners
4. Self-service access to data, reports, analytics
5. More responsive support
6. Ability to share information and collaborate internally across clinical areas
7. Better training

PERFORMANCE MANAGEMENT BENEFITS STILL TO BE REALIZED

For most respondents, meaningful performance measurement remains an unmet need.



When asked how confident they are that current performance management practices will help them achieve and sustain a competitive position over the next five years, most respondents express some doubt.



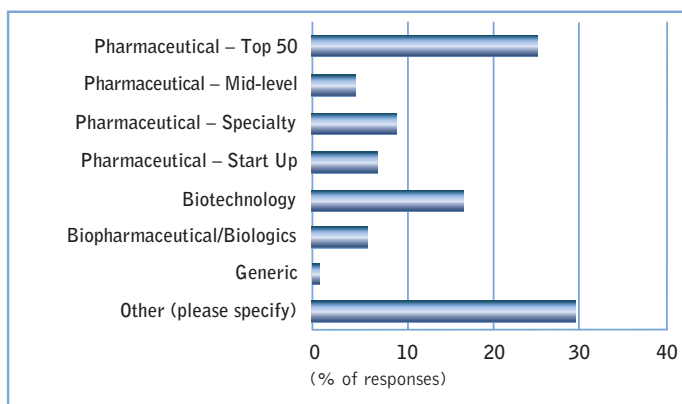
COGNOS AND CLINICAL PERFORMANCE MANAGEMENT

Cognos Performance Management solutions help R&D organizations drive, monitor and understand clinical performance through integrated reporting, analysis, scorecarding, budgeting, and enterprise planning.

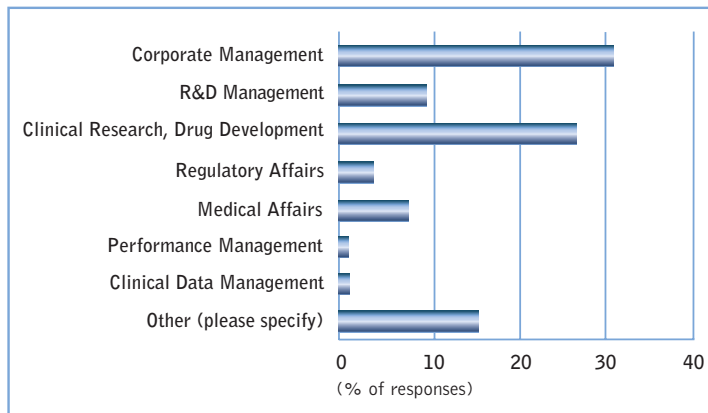
We enable organizations like yours to improve efficiency in clinical development, measure progress against strategic objectives, and make better business decisions. Visit www.cognos.com/pharma_learn to learn more.

ABOUT THE E-SURVEY RESPONDENTS

Respondents described their companies as follows. Those in the “Other” category were predominantly CROs and medical device companies; others were identified as organizations providing related services.



Job functions of e-Survey participants spanned a number of areas. Represented in the “Other” category were QA, GCP, clinical services, product safety, outsourcing and related services.



About Cognos, an IBM company

Cognos, an IBM company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in February 2008. For more information, visit <http://www.cognos.com>.

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