



# ACT WITH CONFIDENCE.

High-quality pharmaceutical market research that enables confident tactical and strategic business decisions

ISR is a full-service pharmaceutical market research firm that delivers relevant and trustworthy insight into the complex and dynamic pharmaceutical environment... Insight that allows you to act with confidence.

**Syndicated industry reports • Custom research and consulting services**

# ISR's Industry Reports

## Forget what you know about syndicated market research

ISR uses primary market research for our off-the-shelf intelligence, which enables us to provide our customers with data on topics that, until now, were only attainable through custom research. Because these topics hold wide-spread relevance within the industry, we can offer them to our customers at a highly competitive price.



Image from ISR's Annual CRO Quality Benchmarking Report.

### Leading, Novel Report Topics

**Be first.** ISR is often first-to-market with breakthrough reports. This enables your organization to get a head start on strategic and tactical decision-making.

### Market Research Expertise

**Be confident.** Have you ever been dismissed because your sources and your research vendor's methods were less-than-credible? Our research captures valid data from genuine decision-makers.

### Reporting & Analytics

**Be informed.** Our veteran analysts ensure data are synthesized, relevant, and that information is easily digestible.

### Purchase Flexibility

**Be nimble.** Individual report licenses are available as well as ISR Library Access, an unrestricted enterprise-level subscription with simple, cost-effective pricing.

For more information about ISR's Industry Reports, please visit our website at [www.ISRreports.com](http://www.ISRreports.com).

## Thinking about purchasing more than one report?

ISR's Library Access Subscription offers a distinctive, global, and unrestricted method for accessing ISR's information.

ISR does not sell seats – For one affordable price this 1-year subscription grants corporate-wide access to ALL reports in ISR's library, as well as those released during the subscription period (~20/year).

## ISR's Industry Reports are divided into 6 categories:

### CRO and service provider benchmarking

ISR has an unmatched level of expertise in the clinical outsourcing and clinical development space. This expertise is best reflected in our contract research organization (CRO) and service provider benchmarking reports, which provide sponsor organizations with a unique resource to evaluate and select CROs and other service providers to ensure the best partnership based on your organization's individual needs and the providers' historical service quality and customer loyalty profiles.

**Sample titles include:**

- Annual CRO Quality Benchmarking - Phase I
- Annual CRO Quality Benchmarking - Phase II/III
- Annual CRO Quality Benchmarking - Phase IV

### Drug development trends and technology

ISR's clinical development trend reports address current and leading-edge trends impacting clinical trials.

**Sample topics include:**

- EDC and ePRO market
- Adaptive trials
- Late Phase outsourcing
- Central Lab outsourcing
- Risk-based monitoring

### Pharmaceutical sales and marketing

ISR utilizes our primary market research experience to provide the industry with novel insight into many of the pharmaceutical industry's trends and issues within pharmaceutical sales and marketing organizations.

**Sample topics include:**

- Sunshine Act
- eDetailing vs. In-person Detailing
- Adherence and Compliance
- MSL Strategies

### Pipeline and market analysis

ISR's pipeline and market analysis reports target dynamic markets and provide comprehensive insight into changing global markets, market competition, treatment protocols, development pipelines, and development opportunities.

**Sample topics include:**

- COPD
- Hepatitis C
- Medical device trials
- Liver Cancer

### Clinical trial recruitment

Clinical trial recruitment affects all aspects of drug development - a delay in this crucial activity can have a major impact. The industry has placed a great deal of emphasis on this topic, and so has ISR... ISR's ever growing list of clinical trial recruitment reports covers a wide range of topics and issues to help streamline resources and build efficiencies into your processes.

**Sample topics include:**

- Social Media and Patient Recruitment
- Trends in Patient Recruitment
- Investigator Recruitment / Site Selection
- Feasibility

### Biosimilars

Biosimilars are becoming a major factor in the healthcare industry. As your organization develops and executes your biosimilar strategy, understanding various stakeholders' needs, biases, and perceptions will be a strategic advantage.

**Sample topics include:**

- Recruitment
- Views of US payers
- Views of Physicians
- Views of Pharmacists
- Views of Oncologists

## Full list of reports

Visit [www.ISRreports.com](http://www.ISRreports.com) for a full list of report titles in each category.

# ISR's Custom Research

ISR has designed and implemented more than 100 unique market research programs. Our methodology-independent approach enables us to design the best approach that balances time, cost, and analytics to ensure your needs are met.

## EXPERTISE

- Web-based surveys
- In-depth phone interviews
- On-line bulletin board focus groups
- Behind-the-glass focus groups
- Telephone surveys
- Secondary research



## CAPABILITIES

### Investigator Forum

**Optimize recruitment.** Don't guess at your inclusion/exclusion criteria. ISR uses an industry-leading digital focus group technology that allows clinical investigators to comment on and make suggestions to study protocols.

### Brand Advertising and Messaging Testing

**Speak their language.** The industry and your customers are evolving. Do your points of differentiation still resonate with decision-makers? Allow ISR's database of decision-makers to test your messages.

### Loyalty Management

**Drive value.** Leverage ISR's rich history of helping top service providers strengthen customer relationships by building best-in-class customer satisfaction and loyalty management programs.

### New Product Development

**Seize the opportunity.** Understand the features and benefits that will trigger a decision to buy. Our methods can shape products and services, define your position, expose risks, and identify opportunities in the market.

### Competitive Intelligence

**Win.** Whether you're considering a competitive analysis to strengthen or defend your position or you're looking for information to improve access to particular customers, ISR uses both off-the-shelf frameworks and customized analytical approaches to get the information you need to compete and win.

### Strategy War Games

**Build and create.** It is often difficult for people responsible for day-to-day operations to step back and think about strategic direction. ISR has developed and implemented war games to assist in the development of competitive strategy, new service development, and strategic direction.

### Customer Segmentation

**Differentiate your offering.** Not all customers are created equally. Our domain expertise and advanced methodologies will shed light on the different segments of customer needs and open doors you didn't know existed.

To learn more about ISR's custom research capabilities, or to discuss your specific project needs with an analyst, e-mail us at [Info@ISRreports.com](mailto:Info@ISRreports.com).

# Case Study: Investigator Forum

A top 5 CRO wanted to ensure they could adequately recruit patients in a realistic timeline for a novel pancreatic cancer drug, and ISR's Investigator Forum was the perfect tool. In the 3-day moderated forum, the CRO and sponsor received feedback on recruitment, comparator products, competing trials, inclusion and exclusion criteria, test/ visit frequency, standard of care, and various other aspects of the protocol.

ISR's Investigator Forum is a web-based bulletin board focus group that allows investigators from around the world to give and receive feedback on various aspects of a protocol. A sponsor or CRO can see results come in as instantly as they happen, while interacting with 20 to 30 geographically dispersed investigators.

## DAY 1

**Objective:** Discuss the pancreatic cancer environment, competition, overall study design

### RESULT:

- Generally positive feedback regarding study design
- Recommendations to separate locally advanced vs. metastatic tumors
- Identified shortcomings in the use of the comparator drug in multiple countries – could make the study a no-go

## DAY 2

**Objective:** Gather feedback on inclusion/ exclusion criteria, patient recruitment, and retention

### RESULT:

- Most restrictive inclusion criteria includes ECOG, blood chemistry, and pain
- Most restrictive exclusion criteria includes serum albumin levels, high CVD risk, and recent major surgery
- Uncovered more barriers to recruitment than retention

## DAY 3

**Objective:** Assess aspects of analysis and measurement tools

### RESULT:

- Participants agreed the timeframe before stopping for fertility was acceptable
- Recommendation to extend toxicity recovery period from 14 to 21 days
- Recommendation to consider an 8-week CT/MRI schedule over the proposed schedule

## BENEFITS:

- More accurate patient recruitment timeline estimates
- Faster patient enrollment
- Cost-effective and timely interactions with international experts

## Tap into ISR's proprietary Health Panel

The industry's single most valuable source of relevant industry decision-makers. Your customers (and your competitors' customers) are closer than you ever imagined.

For more information about ISR's Health Panel, e-mail us at [admin@ISRhealthpanel.com](mailto:admin@ISRhealthpanel.com)

# What our customers say:

*"Reports from Industry Standard Research demonstrate an access to decision makers and a comprehensive level of analysis and recommendations that have consistently exceeded our expectations."*

- VICE PRESIDENT OF MARKETING, TOP 5 CRO

*"Your products show an understanding of the pharmaceutical industry that I only expect from industry insiders. Everything I see from your team is head-and-shoulders above what I've experienced elsewhere."*

- SR. DIRECTOR, ONCOLOGY THERAPEUTICS, TOP 20 PHARMACEUTICAL COMPANY



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