

The Top 5 Selection Drivers for Phase IV Services

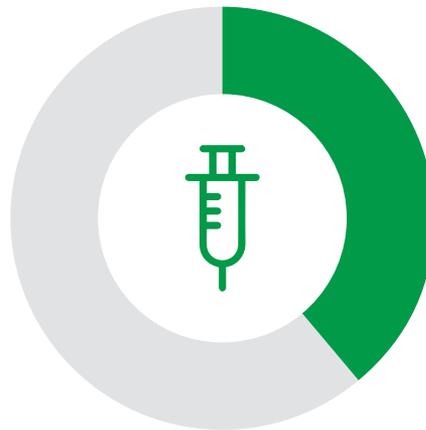


Understanding which drivers industry peers feel are important can help in the process of CRO selection. ISR asked outsourcers without preferred providers to select the 5 most important attributes when choosing a provider for Phase IV services.

"Please review the following attributes and select the 5 most important to you when selecting a provider for Phase IV services." (n=114)



T-1: Operational excellence
39%



T-1: Therapeutic expertise
39%



#3: Expectations for data quality
37%



#4: Patient recruitment strategy
29%



#5: Experience with similar study types
28%