

Trends In Phase IV CRO Selection Drivers



As part of our yearly service provider quality benchmarking, Industry Standard Research asks late phase decision-makers to select their top 5 most important attributes when outsourcing with no preferred providers. Below, we track how the 5 most prevalent attributes from the past 5 years have changed in importance over time.

	2015	2016	2017	2018	2019
● Low cost	46% (#1)	39% (#1)	36% (#2)	27%	30% (#5)
● Experience with similar study types	42% (#2)	27%	23%	28% (#5)	33% (#2)
● Operational excellence	36% (#3)	36% (#2)	43% (#1)	39% (#1)	36% (#1)
● Therapeutic expertise	36% (#4)	29%	29% (#3)	39% (#2)	36% (#1)
● Patient recruitment strategy	26%	25%	26% (#5)	29% (#4)	24%

