



CRO Analytics to Host Seminar on Assessing and Improving Clinical Trial Performance

The seminar on March 20th will provide practical guidance on how to better assess and improve trials.

New Hope, PA, January 21, 2015 – CRO Analytics, the leading provider of validated clinical trial performance data will host “Assessing and Improving Clinical Trial Performance,” a half-day seminar designed to provide insight and guidance on assessing and improving clinical trials.

The seminar is intended for trial, functional, and corporate managers who are seeking scientifically-validated solutions for measuring and improving clinical trial performance. Industry experts will explore the processes behind choosing scientific performance measures, as well as discuss the top practices behind generating scientific measures of clinical trial quality that can be used to assess performance and guide quality investments.

“Trial performance problems and the lack of scientific quality measurement contributes to the clinical trial industry’s struggle to address problems like cost overruns and adherence to timelines,” said Peter Malamis, CEO of CRO Analytics. “This seminar will provide insights on why current approaches to addressing this aren’t sufficient and how clinical trial quality can be improved through scientific quality measurement.”

The seminar will be led by Dr. Michael Howley, Clinical Professor, LeBow School of Business at Drexel University, a frequent speaker at industry conferences and widely published in the field of service quality measurement and improvement.

Attendees will leave with the ability to successfully complete the following tasks:

- Assess the validity and reliability of specific industry measurements.
- Develop effective and efficient performance measures.
- Identify the best possible strategies to manage clinical trial quality management.
- Understand and apply the findings of the first industry-wide assessment of clinical trial quality conducted by Applied Clinical Trials and CRO Analytics.

Those interested in attending the half-day seminar on March 20, 2015 at the Robert Wood Johnson Conference Center in Mercerville, NJ should register for tickets on the “Assessing and Improving Clinical Trial Performance” Eventbrite page: <https://www.eventbrite.com/e/assessing-and-improving-clinical-trial-performance-tickets-14997039549> or by contacting Peter Malamis at PMalamis@croanalytics.com.

About CRO Analytics

CRO Analytics provides the only validated performance data collection system for clinical trials, providing straightforward access to reliable benchmarking, key performance drivers and predictive analytics in an intuitive format - making clinical research better, faster and less expensive. To learn more, please visit croanalytics.com.

Media Contact:

Margretta Feuer

Sagefrog Marketing Group, LLC

margrettaf@sagefrog.com

###