

# 2019 Global Site Relationship Benchmark Report

FOR SPONSORS

## **2019 Global Site Relationship Benchmark Report — For Sponsors**

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# Introduction

CenterWatch's Global Site Relationship Survey questionnaire was developed with input from sponsor and CRO companies and investigative sites. The 2019 online survey was deployed May 30, 2019, to more than 40,000 individuals representing investigative sites around the world. More than 4,000 responses were received. Respondents remained anonymous.

Respondents were asked to rank the overall reputation of 49 sponsor companies and rate the importance of 40 sponsor performance attributes (the same attributes as those used in the 2017 survey). Respondents also identified the sponsor companies they worked with the most in the previous two years and rated those sponsors' performance on the 40 attributes.

## Survey Methodology

Data collection period:	May 30 to July 15, 2019
Survey completion:	Online
Final sample size:	4,182
Countries represented:	25 percent of responses from the U.S. 5 percent from Japan 4 percent each from Italy, Russia, Spain, Argentina, Germany, France and Brazil 3 percent each from Mexico, Poland and the UK 2 percent each from Serbia, Hungary, Ukraine, Canada, Chile and Bulgaria
Regions:	North America 27%, South America 15%, Europe 45%, Asia Pacific 12%. Africa 1%
Respondents:	Investigator 53%, Study coordinator/nurse 34%, Other 13%

# Executive Summary

The data gleaned from the 2019 Global Site Relationship Survey provides a window into sites' opinions of sponsors — both individual sponsor companies and performance of sponsors as a group — and shows what sites value most in their working relationships with sponsors. Key findings include the following.

## Overall Reputation

Respondents were asked to rate 49 sponsor companies on their overall reputation in the industry.

- The two sponsors that sites rated highest in overall reputation in 2019 are new to the top 10 list. Top-rated Sanofi gained 10 points from its rating of 11 in 2017, and Novo Nordisk's number two rank this year is a 15-point jump from 2017.
- None of the remaining eight sponsors ranked in the top 10 this year held on to their 2017 spots, with six of them falling in rank and two rising. Bristol-Myers Squibb and Janssen gained three points each, to place them at 5 and 6, respectively, on the 2019 list.
- Two of 2017's top-ranked sponsors — GlaxoSmithKline and Johnson & Johnson — fell out of the top 10 this year. GSK fell from a rank of 7 to 12 in 2019, and J&J lost one point, barely missing the top 10 list this year.
- Sanofi, Novo Nordisk, Janssen, AstraZeneca and Eli Lilly & Company were the only sponsors in 2019 to both rank in the top 10 in overall reputation and receive a performance rating of 'Excellent' across all sponsor attributes.

# Executive Summary (cont.)

## Sponsor Attributes Most Valued by Sites

Respondents then were asked to evaluate 40 attributes considered important to a successful working relationship with a sponsor. The top 10 attributes rated most important are:

1. Has professional, knowledgeable and well-trained monitors/CRAs
2. Is organized and prepared
3. Provides good overall protocol design
4. Staff is easily accessible for escalation of issues and provides timely and appropriate resolution
5. Offers timely drug availability
6. Maintains open communication
7. Project timeline
8. Has professional medical staff in clinical operations
9. Is responsive to inquiries
10. Effectively works with CROs

## Executive Summary (cont.)

- Attributes on which sponsors performed best are:
  - Has professional medical staff
  - Has well-trained CRAs
  - Maintains open communication
  - Offers timely drug availability
  - Is organized and prepared
- Attributes on which sponsors performed worst are:
  1. Actively solicits feedback on the protocol design
  2. Actively engages patients/patient groups into protocol design
  3. Is flexible and willing to modify protocols/budgets
  4. Supports initiatives to help sites build stronger relationships with study volunteers
  5. Provides protocols that require minimal amendments

# Executive Summary (cont.)

## Sponsor Performance on Most Important Attributes

Finally, respondents were asked to name the three sponsors they have worked with the most in the previous two years. Respondents then rated the performance of each of the 22 named sponsors on the 40 attributes.

- Of the 22 sponsors that received ratings on all 40 attributes in 2019, Sanofi had the largest increase, jumping 18 points since 2017. The five top-performing sponsors are:
  1. Allergan (ranked 6 in 2017)
  2. Novo Nordisk (ranked 1 in 2017)
  3. GlaxoSmithKline (ranked 6 in 2017)
  4. Boehringer Ingelheim (ranked 5 in 2017)
  5. Sanofi (ranked 23 in 2017)
- Novo Nordisk received the highest rating on all of the top five most important attributes, followed by GlaxoSmithKline, which rated high on four of the five most important attributes.
 

Sponsors' average 'Excellent' rating across all attributes increased from 48 percent in 2017 to 53 percent in 2019.
- Sponsors have steadily improved their performance in several key areas since 2013:
  - Is organized and prepared
  - Staff is easily accessible
  - Provides good overall protocol design.
- Sponsor performance on several most important attributes fell four percentage points from 2017:
  - Has professional medical staff
  - Offers timely drug availability
  - Works effectively with CROs.