

# Case Study / Site Selection Modeling

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**rapid**trials

*A compelling business case supporting the use of predictive models for site selection.*

## **Situation:**

A leading pharmaceutical company was suffering the consequences of poor US site productivity across therapeutic areas and study phases. The global operations group was curious as to the uniqueness of their situation, and interested in finding a creative approach to solving their problem.



## **Solution:**

RapidTrials teamed with Harvard Business School (HBS) to study these issues. The RapidTrials team recruited several companies with the highest levels of R&D spending in the U.S. RapidTrials, in conjunction with HBS developed standard metrics to compare across companies, therapeutic areas, indications, sites, and PIs. Data was gathered from over 417 completed studies. This information was supplemented with RapidTrials proprietary PI and site-level performance data and variance was evaluated across every possible dimension. This helped the department identify areas of competitive advantage and the greatest opportunities for improvement.

## **Results:**

As a result of our benchmarking work, our client was able to communicate their competitive position to their senior management to reach internal agreement on how to best prioritize their performance improvement initiatives. This in turn, allowed them to gain the biggest return on investment. Finally, as a result of analyzing performance across 10,000 unique investigators, our site selection work has consistently helped this company realize a 20% improvement in on-time enrollment.