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i3 TAKES TOP SPOT IN CENTERWATCH RANKING OF CROs IN EUROPE

Consistently rated number one in every category

BASKING RIDGE, NJ, June 2, 2010— i3 ranked number one in the CenterWatch biennial survey of investigative sites in Europe. i3 led the list in all six of the overarching categories: *General Project Management, Study Initiation, Ongoing Study Conduct, Staff Professionalism, Workstyle, and Grant Payment Process*. Of the 29 attributes measured, i3 was rated in the top three in 28, and was rated fourth in the 29th.

“We’re gratified to see our rise to first place in just two years, and we believe it’s due to our focus on quality, service, and value that helps our customers maximize the return on their investments,” said i3 Research President Tracy Tsuetaki. “Being recognized by the sites is as important to our sponsors as it is to us. The value that we provide gets implemented within the investigative sites. Their rankings of us show that we are running our business well and that there’s a high degree of confidence around proficiency, safety, and efficacy that allows us to do our jobs better.”

Survey Specifics

The 10-page survey, conducted from January through March 2010, was mailed to 18,000 investigative sites. Nearly 1,000 responses came from 30 countries across Europe. Principal investigators comprised 77 percent of respondents, 13 percent were sub-investigators, and the remainder were study coordinators and nurses. More than 40 percent of the responses came from Central and Eastern Europe, an area which i3 has spent significant time and resources developing.

i3 topped the list for overall relationship quality, with nearly 80 percent of sites rating i3 “Good” or “Excellent,” exceeding the average by nearly seven points.

“We work diligently on building relationships—not only with our sponsors, but also with the investigative sites,” Tsuetaki said. “Our teams are organized and execute according to the timelines; when we say we will do something, we do it. Our monitors are supportive; they work with the sites on all the details, from patient recruitment strategies to query resolution. We are known for our knowledge, responsiveness, and accessibility, and all of these enable our staff to work collaboratively and breed confidence to successfully influence the outcome of the trial.”

i3 had the most “Excellent” ratings in every overall category, and received a particularly high percentage of “Excellent” ratings in the *Staff Professionalism* category, with 70.5 percent. Additionally, i3 had the highest ratings in these attributes: *Maintains open communication, Has professional, well-trained monitors/CRAs; Has professional medical staff; Has professional and efficient administrative staff; CRAs/managers are knowledgeable; Creates a collaborative team environment.*

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“We believe that our therapeutic specialization, level of experience, and our technologies and processes really enabled us to sweep the *Staff Professionalism* category,” Tsuetaki said. “Our monitors are well-versed in the current standard of care of each country and understand the protocol—they don’t just check the boxes as some CROs may do. It’s a more collaborative approach. Additionally, our staff is very proactive to anticipate issues because they are familiar with the indications and can foresee or avert problems. Our knowledge of the protocol and the therapeutic area does make the difference here.”

Additional Statistics

- *General Project Management*- i3 had the highest percentage of “Excellent” ratings (54.4 percent), and had the highest percentage of “Excellent” ratings for five of the six attributes within this category, which deals with organization, project timeline, patient enrollment goal feasibility, responsiveness to inquiries, and communication.
- *Study Initiation*- i3 had the highest percentage of “Excellent” ratings (53.5 percent), more than 8 points more than the second place finisher, and obtained the highest rankings in four of the six attributes within this category. This category focuses on protocol and case report form design, investigator meetings, contract and budget negotiations, and protocols aligned with clinical practice realities.
- *Ongoing Study Conduct*- Sites identified “providing ongoing help during the study” and “efficient query handling process” as the most important attributes in this category. Again, i3 had the most “Excellent” responses for these attributes (59.5 percent and 57.5 percent respectively).
- *Work Style*- The investigative sites placed the highest value on a collaborative team environment. i3 had the highest number of “Excellent” rankings (51.3 percent), compared with a 38.2 percent average.
- *Grant Payment Process*- i3 led this category, with 47.7 percent of “Excellent” ratings—nearly 13 points more than the average, and more than 11 points higher than the CRO with the next highest ranking.

About i3

i3 takes a 360-degree view of healthcare to help its global pharmaceutical, biotechnology, and medical device customers bring safe and effective products to market quickly and help demonstrate their value, leading to increased ROI and better patient care. i3’s integrated businesses combine a deep understanding of data and methodologies; therapeutic, scientific, and functional proficiency; and the expertise to help design research that demonstrates a product’s value, and helps achieve market access and assure reimbursement. More information about i3 can be obtained at www.i3global.com.

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