Procurement Strategic Change Agenda

ICON
A Symbol of Excellence

ILLUSTRATIVE

From…		*…To*
Generic "me-too" CRO capabilities, "dog & pony" slide ware	PRESENTATIONS	How you as a CRO specifically, uniquely add value—how are you different?
Multiple CRO business units, people, sometimes confusing	WORKING STYLE	Make it easy for us to do business; fewer points of contact; "OneCRO"
Budget uncertainty; slow contract cycle times	CONTRACTS	Budget certainty (even if higher initial cost—e.g., 10% contingency); faster cycle times
Lack of insight into cost drivers	COST	Transparency around cost drivers, access to a shared costing tool
Ambiguity around ownership	RISK	Clarity around ownership
CRO as agnostic 3d party service provider	ENGAGEMENT	CRO more fully invested in projects skin in the game
A "them & us" mentality in development	DEVELOPMENT	CRO effectively becomes integrated/valued development arm of Pharam co.
Multiple layers, numerous attendees	GOVERNANCE	Simplified structure, reduced resource allocation
Large number of study metrics that are not always consistent across studies	METRICS	10-12 consistent, benchmark-able KPIs linked to strategic objectives
Some studies—good quality, on time, on budget	PERFORMANCE	More studies consistently – good quality, on time, on budget

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