

A Centralized Resourcing Model: A Recipe for Success in Resource Management within the CRO Arena

Cindi G. Stout

Director, CTM Resourcing
Premier Research Group



46th Annual Meeting
Washington, DC - 2010



Disclaimer

- The views and opinions expressed in the following PowerPoint slides are those of the individual presenter and should not be attributed to Drug Information Association, Inc. (“DIA”), its directors, officers, employees, volunteers, members, chapters, councils, Special Interest Area Communities or affiliates, or any organization with which the presenter is employed or affiliated.
- These PowerPoint slides are the intellectual property of the individual presenter and are protected under the copyright laws of the United States of America and other countries. Used by permission. All rights reserved. Drug Information Association, DIA and DIA logo are registered trademarks or trademarks of Drug Information Association Inc. All other trademarks are the property of their respective owners.



Topics

- What is a Centralized Resourcing Model?
 - definition, goals
- What is required to support this resourcing model?
 - communication, standardization, tools/reports
- How can this resourcing model gain efficiencies in the trial management?
 - scenarios



Centralized Resourcing Model

- Central point of contact managing process
 - Critical for assignment, deployment, and utilization of clinical staff across programs
- Regular communication between resource management and internal clients
- Reliable and consistent process for filling resource need and tracking to completion
- Collaborative environment towards shared goal
- Reliable tools and reports



Key Ingredients

- Communication

- With whom?

- business development, internal clients, and external clients (as appropriate)

- Why?

- gain intelligence on new wins and/or high probables
 - gain intelligence on timeline shifts, delays, upcoming milestones, resource gaps and expectations
 - ensure all have same goal and are on same page



Key Ingredients

- Standardization
 - Central point of contact for action
 - Process for making resource requests
 - Resource definitions (i.e. FTE = ? billable hours)
 - Allows for generation of performance metrics
 - Reduces internal conflict
 - Enables detailed tracking process of dynamic data



Key Ingredients

- Tools and Reports
 - Excel and/or programmed databases
 - Track assignments, actual and projected hours, utilization metrics
 - Trial activity is dynamic
 - Must be able to update as often as changes occur
 - Again, we go back to communication being the first key ingredient!!!



Key Ingredients

- Tools and Reports
 - Confirms resources are allocated appropriately
 - Ensures resources are meeting utilization targets
 - Allows for proactive planning for resource requirements
 - Strikes work/life balance to increase resource retention, client satisfaction and repeat business



Efficiencies in Clinical Operations

- Examples of uses of short term downtime
 - Site Qualification Visits for unassigned trial
 - Data query resolution support
 - In-house file reviews
 - Document generation
 - Regulatory document package review
- Ensures utilization target is maintained
- Ensures existing staff are fully engaged



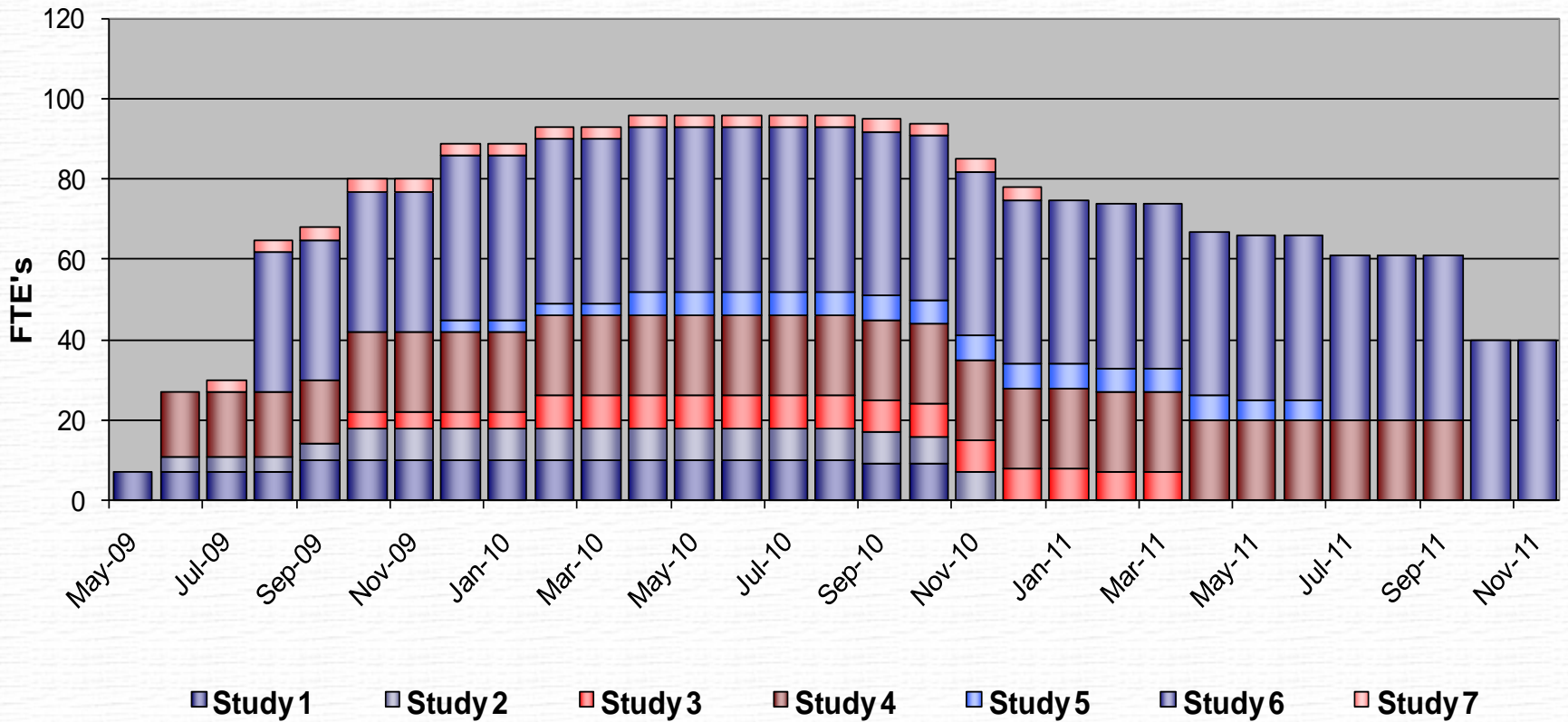
Efficiencies in Clinical Operations

- Managing turnover within resource model
 - First assess what remaining team can absorb
 - Then assess existing open resources for remaining gap
 - Finally, initiate external resource recruitment



Sample Forecasting Within Model

CRA Staffing for ABC Pharma Program



Strategic Planning Within Model

Protocol	2009								2010				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Study 1	1	2	2	2	1	1	1						
Study 2		1	2	2	2	1	1	1					
Study 3						1	2	2	2	1	1	1	
Study 4		2	4	5	5	3	2	1					
Study 5								1	2	2	1	1	1
Study 6				3	7	7	7	3	3	2			
Study 7			1	1	1	1	1	1					
Total	1	5	9	13	16	14	14	9	7	5	2	2	1
Internal	1	5	9	11	14	10	10	8	6	5	2	2	1
New Hire	0	0	0	2	2	4	4	1	1	0	0	0	0

	Start-up
	Enrollment



Conclusions

- Benefits of a centralized resourcing model
 - Central point of contact responsible for all resource management
 - Standard resource process and tools provides consistency in resource management
 - Efficient utilization of resources across studies/projects
- Proactive planning of resources (ramping up or down) provides cost and time efficiencies
- Improved staff retention with appropriate level of work assignment

