



For Immediate Release

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The Avoca Group Announces Consortium on Quality Management and Oversight Sponsored by Eli Lilly and Pfizer

PRINCETON, NJ (December 8, 2011) – [The Avoca Group](#), an industry-leading research organization specializing in clinical outsourcing and client service, today announced the formation of [the Quality Consortium](#), a pharmaceutical industry consortium focused on quality management.

“The Avoca Group’s [2011 Report](#) on Quality and CRO Oversight revealed some insightful data regarding industrywide dynamics between sponsors and CROs,” said Patricia Leuchten, president and CEO of The Avoca Group. “Through our analysis we identified opportunities to potentially improve outcomes through collaboration in quality management and metrics. The Quality Consortium will effectively share industry best practices and establish new standards.”

Under the direction and guidance of Leuchten and The Avoca Group, the Quality Consortium will bring together lead sponsors [Eli Lilly](#) and [Pfizer](#), other pharmaceutical and biotech companies, and leading CROs to create standards for quality management, initially with a focus on quality agreements and metrics. The consortium’s long-term goal is the development of a new paradigm in the industry’s approach to quality management and partnering with CROs to ensure high quality and risk mitigation.

Jeff Kasher, Ph.D., vice president and chief operating officer, global clinical development, at Eli Lilly and co-sponsor of the Quality Consortium, said: “At Eli Lilly, we place a high priority on the success of our CRO partnerships. We are excited about our sponsorship and participation in the Quality Consortium and look forward to the possibility of quality oversight standardization. We believe that by establishing industry standards for quality oversight we can optimize our partnerships with CROs and improve our ability to ensure data integrity and patient safety.”

In addition to sponsors Eli Lilly and Pfizer, the consortium continues adding members, including Amgen, Astellas, Biogen Idec, Bristol-Myers Squibb, Cubist, GlaxoSmithKline, Grunenthal and Purdue Pharma. Members will collaborate with industry professionals, share quality management best practices with colleagues and experts, gain specific tools and knowledge that will have

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immediate impact in enhancing their organizations' approach to oversight, and identify and proactively address current gaps between pharmaceutical sponsors and CROs.

Membership is still available for a limited time to qualifying organizations. The consortium's work begins this month and the inaugural Quality Summit to review and share member insights and analyses, sponsored by PharmaNet/i3, is scheduled for May 2012. For membership inquiries or to become part of the consortium, contact Caryn Laermer at 609-799-0511 or visit the consortium's [website](#).

About The Avoca Group

[The Avoca Group](#) is an industry-leading organization providing survey research, consulting services and training in the areas of clinical outsourcing, business development, strategic alliances and client service. Founded by industry veteran Patricia Leuchten in 1999, the company works exclusively in the health care industry and has a focus on relationship management.

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