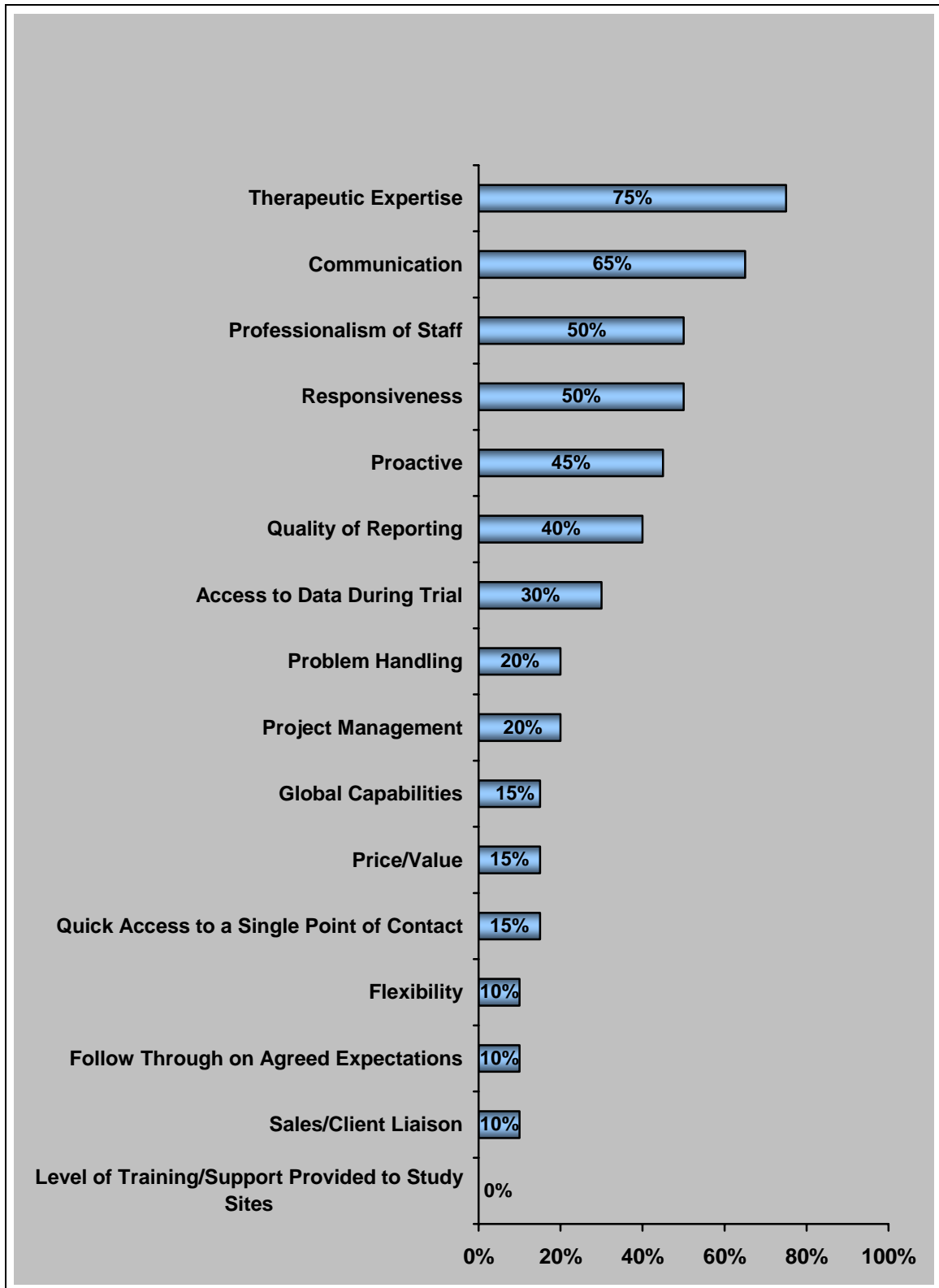
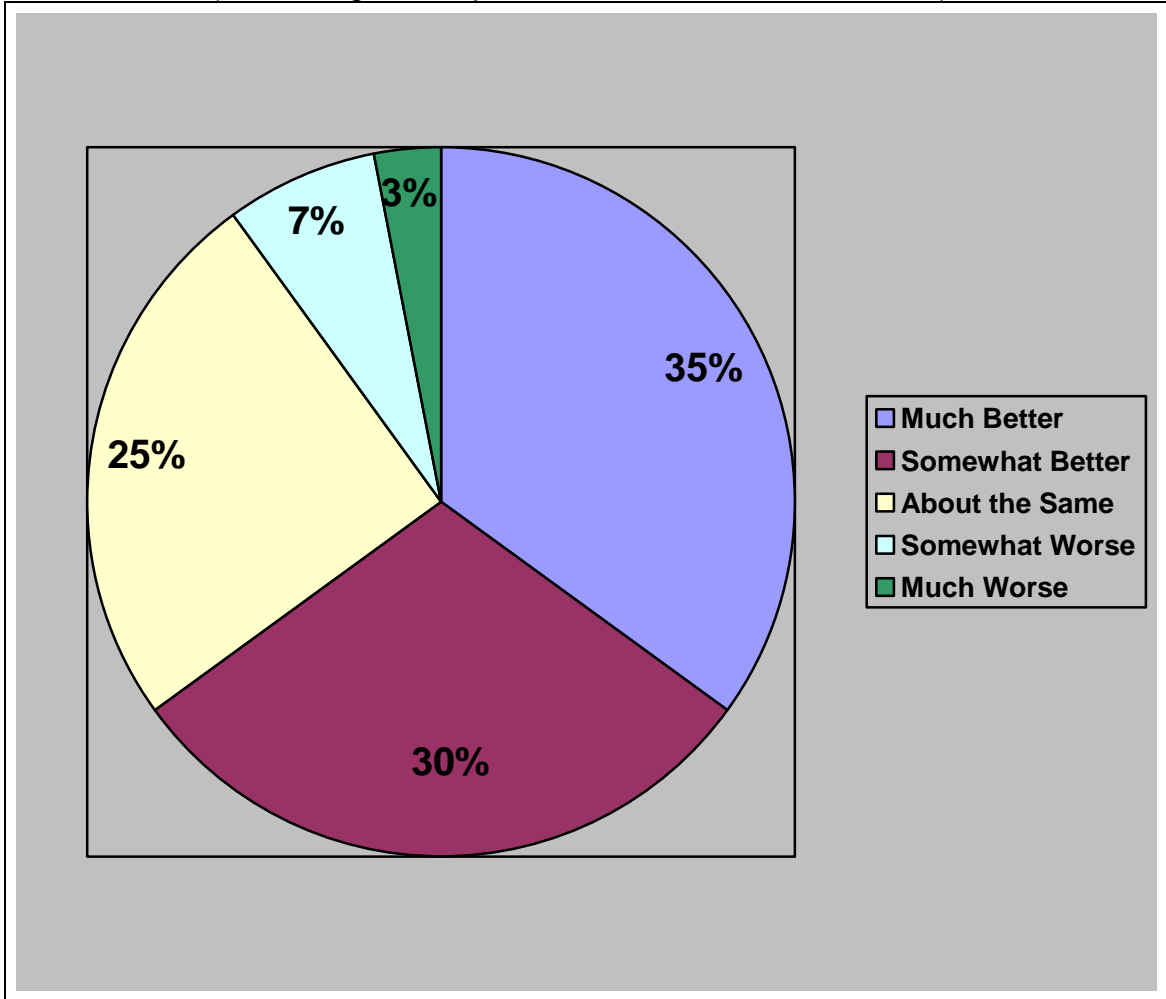


Elements that Define an Excellent Working Relationship Between Sponsors* and Company X

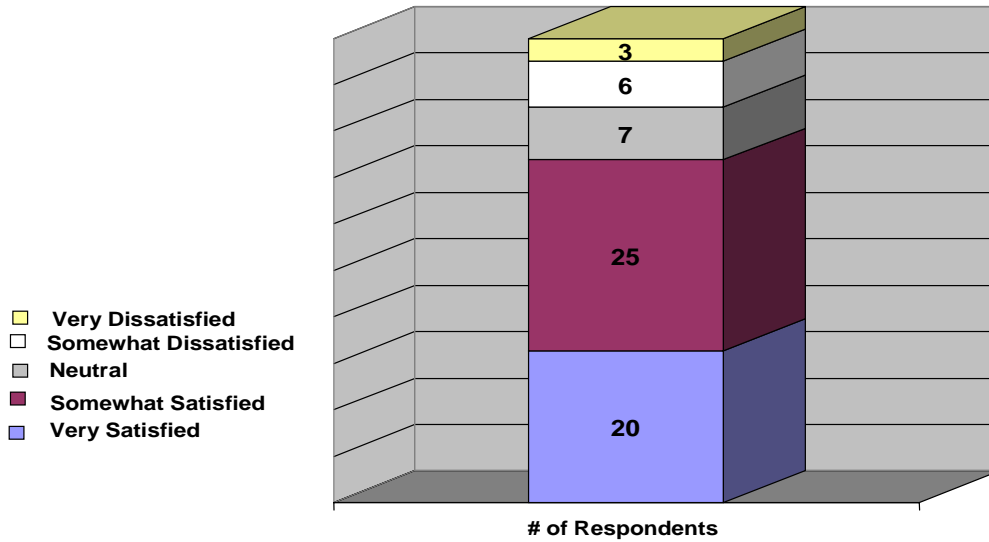


*n = 345

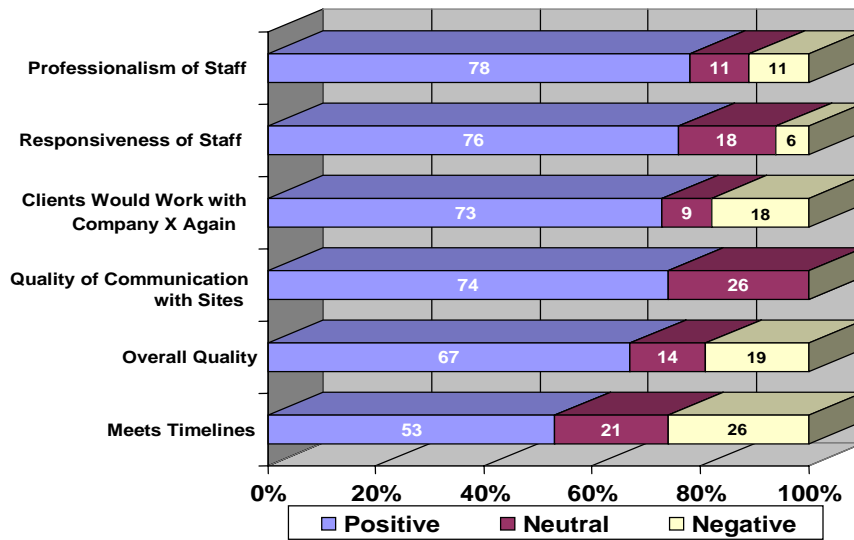
Company X's Quality Rating Compared to Other CROs
(Percentage of respondents based on a total n=135)



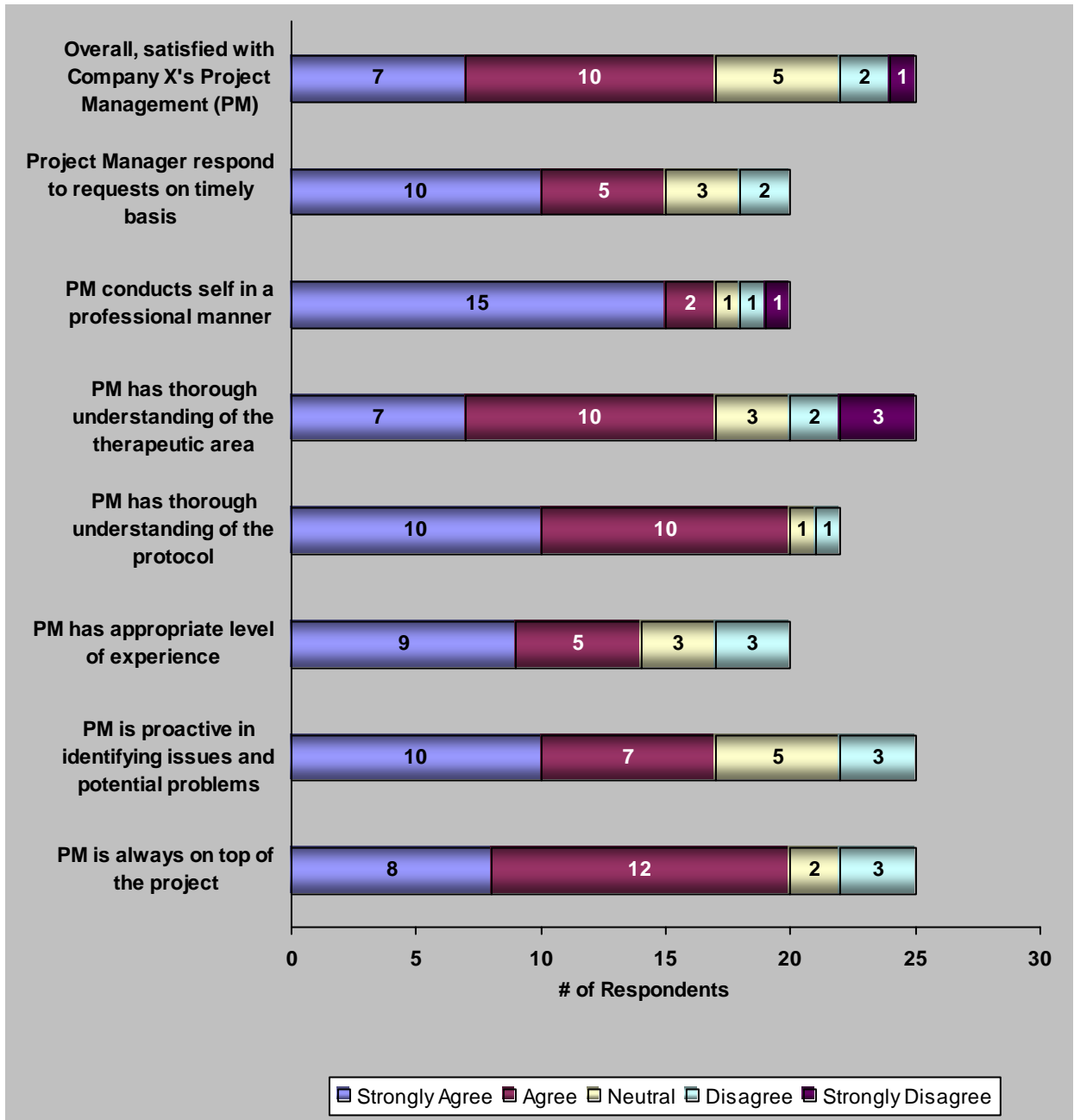
Breakdown of Overall Satisfaction Rating



Overall Criteria Ratings



Project Management



Example of Rating Scale and Verbatim Responses

During the course of client feedback studies, Avoca interviewers utilize their knowledge of industry practices and interviewing skills to probe for information. The example on the following page illustrates actual* quantitative and qualitative data collected for an assessment of a CRO's business development and proposal.

Avoca interviewers enter data directly into our web-based AvocaView™ survey system. Clients are provided read-only, password-protected access to completed surveys and summary data in real time.

*actual comments and Service Provider information altered to protect client confidentiality

5. For each statement listed below, please indicate your level of agreement:

	Base	Choose One Per Row					
		5- Strongly Agree	4- Generally Agree	3- Neither Agree Nor Disagree	2- Generally Disagree	1- Strongly Disagree	6- N/A
Company XYZ's proposal addressed the strategic objectives of the study.	10	2 20.00%	7 70.00%	1 10.00%	0 0.00%	0 0.00%	0 0.00%
The turnaround time for the proposal was acceptable.	10	0 0.00%	8 80.00%	2 20.00%	0 0.00%	0 0.00%	0 0.00%
Company XYZ proposed a strong project team for this study.	10	1 10.00%	5 50.00%	4 40.00%	0 0.00%	0 0.00%	0 0.00%
Company XYZ's proposal was easy to read and navigate.	10	4 40.00%	0 0.00%	5 50.00%	1 10.00%	0 0.00%	0 0.00%
The project assumptions and definition of tasks were clearly defined in the proposal.	10	0 0.00%	5 50.00%	5 50.00%	0 0.00%	0 0.00%	0 0.00%
Company XYZ's total price was competitive with the other bids we received.	10	0 0.00%	4 40.00%	1 10.00%	4 40.00%	1 10.00%	0 0.00%
The budget grid was mapped correctly.	10	0 0.00%	2 20.00%	8 80.00%	0 0.00%	0 0.00%	0 0.00%
Overall, I was very satisfied with Company XYZ's proposal	10	1 10.00%	3 30.00%	6 60.00%	0 0.00%	0 0.00%	0 0.00%

6. (Note to Interviewer: please review the answers to the statements rated in question 5. If any statement is rated a 1,2 or 3, (Generally/Strongly Disagree/Neutral), please ask their reasons for this rating). Probe for details and clarify.

Response

Company XYZ's price was not as competitive as other bids we received; the proposal could have been more detailed.

The cost was just too much. I sent a response to XYZ that it was 3 times as expensive. One of the comments in the actual proposal was that if we had a larger study the cost efficiency would be greater and because it was a long term study with so few patients and pages it is not cost efficient to do the study with XYZ.

Company XYZ's proposal was not very easy to navigate and the price was much more than other competitors.

The cost of the proposal was very high.