



The Avoca Group Selected as Research Partner for IIR's Partnerships in Clinical Trials

Princeton, NJ, March 25, 2011. The Institute for International Research (IIR USA), a trusted provider of trade conferences and expositions and specialized business information and networking experiences, has selected The Avoca Group as its official research partner for its Partnerships In Clinical Trials group.

At IIR, the primary focus is providing trade events and networking opportunities that provide value for their attendees. "Because of their extensive experience in clinical outsourcing research and their ability to conduct targeted studies, we're pleased to have established this important partnership with Avoca," says Danya Burakoff, Program Director for IIR's Partnerships in Clinical Trials (PCT). Ms. Burakoff adds, "The survey data provides industry insight as well as answers to many questions asked by PCT attendees. We are looking forward to growing this relationship and to continuing to provide provocative and relevant information to our attendees at the global Partnerships meetings."

"We are pleased to have been invited to partner with IIR," says Patty Leuchten, President and CEO of The Avoca Group. "IIR consistently provides high quality, information-rich events for our industry and we are able to support their ongoing need for up-to-the-minute information to serve their audience. The fit was natural for Avoca."

The Avoca Group has an eight-year tradition of tracking and reporting on relationship dynamics between pharmaceutical sponsors and clinical service providers. Through their annual survey research, The Avoca Group focuses on a critical gap in the industry; the need for targeted information in order to better understand market perception, customer satisfaction, and other issues that impact the development of strong relationships with clinical research industry partners.

In 2011, The Avoca Group conducted two industry surveys. The first, The Sponsor Dilemma: Maintaining Efficiency while Ensuring Proper CRO Oversight, focused on the various aspects of oversight of quality during outsourced clinical trials. The second survey, The State of Clinical Outsourcing, explored outsourcing relationships, trends, practices and approaches, and in particular, how these vary according to the type and size of company. The Avoca Group will present key industry findings of these two 2011 industry surveys at IIR's 20th annual Partnerships in Clinical Trials conference March 30-April 1 in Phoenix, AZ.

About The Avoca Group

The Avoca Group is a provider of comprehensive alliance and relationship management consulting to pharmaceutical and biotech companies, CROs, and other providers of global clinical research. Their mission is to influence and improve the relationship dynamics between sponsors and CROs to create high-functioning sponsor-CRO teams. For more information, visit www.theavocagroup.com.

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