



For Immediate Release

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The Avoca Group Announces Inaugural Summit to Establish Best Practice Approach to Quality Management and CRO Oversight

Sponsors and CROs invited to attend Summit sponsored by Eli Lilly, Pfizer and PharmaNet/i3

PRINCETON, NJ (March 13, 2012) – [The Avoca Group](#), an industry-leading consulting and research organization specializing in clinical outsourcing and alliance management, announces its inaugural [Quality Summit](#) to be held May 1st and 2nd at the Hyatt Regency in New Brunswick, NJ. This two-day meeting will be the official kickoff of the industrywide [Avoca Quality Consortium](#), which brings together quality, outsourcing and operational professionals from member pharma, biotech and CRO organizations to accelerate the development of a best practice approach to quality management and CRO oversight. Corporate sponsors are Eli Lilly, Pfizer and PharmaNet/i3.

The Quality Summit will focus on operationalizing best practices in proactive quality management. Featured members of the executive roundtables will include Dr. John W. Hubbard, Senior Vice President and Worldwide Head, Development Operations, Pfizer Inc., and Jeffrey Kasher, Vice President and COO, Global Medical R&D, Eli Lilly Co.

“This groundbreaking meeting will serve as a platform to present the results of Avoca’s research and analysis in quality management practices and to provide the executive leadership from sponsors and CROs the opportunity to discuss and, collectively, make decisions regarding best practices,” said Patricia Leuchten, President and CEO of The Avoca Group.

Industry professionals are welcome and encouraged to participate in the May 2nd session of the Summit; [registration](#) is now open. However, the May 1st session is open only to the 15 pharma and biotech member companies of the Quality Consortium. Avoca has recently invited CROs to join the Consortium and is pleased to include Harrison Clinical Research, ICON, INC Research, PAREXEL, PharmaNet/i3, PRA, Quintiles and Theorem Clinical Research as early CRO members.

“PharmaNet/i3 is proud to sponsor Avoca’s Quality Summit,” said President and CEO Jeff McMullen. “Our goals are aligned with The Avoca Group’s. The Consortium’s future goal of establishing quality management standards — ones that we mutually agree upon — will strengthen partnerships and reliability throughout the industry. The Quality Summit will provide the industry with the opportunity to engage in the initial discussions on this topic.”

For Quality Summit registration and details or to inquire about membership in the Quality Consortium, please contact [Caryn Laermer](mailto:Caryn.Laermer@theavocagroup.com), +1 (609) 799-0511, or visit the Avoca Quality Summit website at <http://theavocagroup.com/QualityConsortium/summit.aspx>.

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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