Optimizing Partnerships with Contract Organizations: Effective Management, Key Issues and the Development of Virtual Pharmacos

Description: Business Intelligence for the Pharmaceutical Industry

The portfolio of pharmaceutical outsourcing management reports are designed to help you make well informed and timely business decisions. We understand the problems facing today's pharmaceutical and healthcare executives when trying to drive your business forward, and appreciate the importance of accurate, up-to-date, incisive product, market and company analysis. We help you to crystallize your business decisions. The strength of our research and analysis is derived from access to unparalleled databases and libraries of information and the use of proprietary analytic techniques. Our authors' leading positions secure them access to interview key executives and to establish which issues will be of greatest strategic significance for the industry. Our healthcare portfolio of reports can be used across a wide range of business functions to assess market conditions and devise future strategy. Our reports cover key areas including strategy, industry analysis, market outlook, new business opportunities and strategic insight.

Some key findings from this report...
- R&D and manufacturing outsourcing continues to increase, with CRO revenues forecast to grow by 11.5% through 2011 after reaching $16 billion in 2006. CMO revenues are expected to grow by 13.0% annually through 2011, having totalled $35 billion in 2006.
- Establishing cross-cultural and distance-management capabilities is crucial for companies outsourcing to India, China and Eastern Europe, as contract research and manufacturing in these regions continues to experience rapid growth.
- Quality has overtaken cost as the most desirable characteristic for contract organizations, having been cited as the single highest priority for respondents in a recent survey of outsourcing executives.
- Preferred vendors have become the most popular form of CRO partnership due to significant time-savings and repeat business potential. A rise in R&D risk-sharing is also expected, as large CRO's seek to participate in growth opportunities.

Optimizing Partnerships with Contract Organizations
As financial pressures continue to rise, cost containment efficiencies and time-to-market improvements have made outsourcing an attractive option for pharmaceutical companies. An increasing number of companies have become engaged in outsourced research and manufacturing, experiences highlight that the effective management of business relationships between a company and their contract organization is crucial to project success. Partnerships can help to develop closer relationships between sponsors and contractors, facilitating a mutual understanding of organizational structure, culture and priority that can ultimately lead to improved project outcomes. However, the ever changing nature of the pharma industry means that such partnerships are not always easy to establish and require careful management. Optimizing Partnerships with Contract Organizations is a new report published by Business Insights that provides a comprehensive review of pharmaceutical outsourcing partnerships and identifies expected changes in relationship dynamics over the next five years. This report uses case studies of successful and unsuccessful partnering strategies to highlight the most effective methods of reducing risk, in addition to evaluating the emerging trends and offshore outsourcing opportunities of markets such as Eastern Europe, China, India and Latin America. Evaluate the applicability of different partnering strategies, identify outsourcing trends in global regions and understand how to minimize risks in your CRO/CMO relationships with this new report...

Top five reasons to order your copy today
- Assess the potential impact of partnering strategies on your drug development programs with this report's detailed evaluation of preferred vendor relationships, functional service contracts, risk sharing, technology partnerships, drug licensing and CRO alliances.
- Discover the offshore outsourcing potential of key global regions including Eastern Europe, India, China and Latin America with this report's examination of patent protection issues and legislative changes affecting CRO's and CMO's in these areas.
- Identify the synergistic capabilities of emerging partnering approaches from this report's analysis of pilot plant production, risk-sharing and capacity-sharing.
- Use case studies to understand the factors behind successful and unsuccessful partnering strategy implementations and enhance your relationships with R&D contractors to optimize research productivity.
- Avoid costly project overruns and delays with this report's risk minimization recommendations for intellectual property, personnel churn and industry volatility in CRO and CMO relationships.

Key issues examined in this report...
- The partnership approach. Shifting away from contract-vendor styles of relationship is crucial for biopharma companies engaged in projects with CRO's and CMO's. The partnership-centric approach is emerging as a successful alternative that consistently meets expectations.
- Relationship management. As pressures in the biopharma sector continue to prompt contract organization partnerships, there is a growing need for careful relationship management to diminish the risk of premature project terminations and unfulfilled objectives.
- Industrial instability. Contract service providers are experiencing increased industrial consolidation, layoffs, job switching and M&A activity. Long term partnerships are growing in importance as a means to survive such developments and reduce potential losses in relationship capital.
- Emerging markets. The rise of CRO's and CMO's in emerging markets such as India, China and Latin America will offer potential cost-savings far greater than those of U.S. and European contractors. However, a host of cultural and other challenges must be addressed in order to develop and maintain successful relationships.

Your questions answered...
- Why are partnerships becoming increasingly desirable for drug developers?
- Which types of CRO and CMO partnering relationships will expand the most over the next five years?
- How can partnering relationships help to reduce risks in research and manufacturing?
- What are the obstacles to establishing successful relationships with offshore contractors?
- Which emerging partnership trends are crucial to organizational agility and competitiveness?
- What strategies are being employed by smaller CRO's to compete with full-service groups?

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