

What Am I Missing Here?

Thought-Provoking Questions for the Clinical Research Industry

By Norman M. Goldfarb

159. Where's the 'A' team?

When a pharma enters into a strategic outsourcing relationship with a CRO, it expects to get the CRO's 'A' team. Given the importance of the relationship to the CRO, it's likely to get it. After the CRO enters into a few such relationships, it might start running out of 'A' teams. Everyone else will get a 'B' team. With a few strategic relationships in the house, CROs have to be extra careful about promising the moon. Strategic relationships give CROs credibility, but they don't make 'B' players into 'A' players without 'A' level hiring, training and managing. What am I missing here?

Do you know a better way? Is something getting under your skin? Please send your ideas for future columns to ngoldfarb@firstclinical.com.

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