

The Five Questions Every Site's KPIs Must Answer

How fast can you start?

Start-Up KPIs

- Selection to activation
- Contract execution time
- PPFV from greenlight

How predictably can you deliver?

Enrollment KPIs

- Enrollment rate (pts/mos)
- % of contracted goal
- Pace ratio – time between screenings

How much can you scale?

Scale KPIs

- Staff utilization
- Capacity headroom

How much rework will you create?

Quality KPIs

- Screen failure rate
- Eligibility violations
- Major deviations
- Query volume & time to complete queries

How sustainable is your model?

Financial KPIs

- Drop-out rate
- Overhead recovery %
- Revenue per study, per CRC
- EBIDTA margin
- Aging AR

CRO Scorecard Example – 7 Core Metrics

1	Enrollment Rate	Subjects randomized, normalized over enrolling months
2	Drop-Out Rate	Proportion of subjects who terminate early
3	Screen Failure Rate	% of screened subjects who fail to enroll
4	Eligibility Violations	Subjects with inclusion/exclusion deviations
5	Major Deviations	Significant protocol or ICH/GCP deviations
6	Open Major Deviations	Unresolved significant deviations – ongoing risk
7	Activation to FPI	Days from site activation to first patient in

The CRO Blindspot

CROs tend to over-index on:

- Enrollment speed above all else
- Treating all sites as equal
- Reactive performance review
- Siloed, fragmented metrics

What gets underweighted:

- Predictability & consistency
- Financial sustainability
- Site-differentiated benchmarks
- Partnership & soft KPIs

Additional Considerations

Responsiveness:

Feasibility, queries, issue resolution

Governance:

Regular reviews & planning participation

Study design:

Contribution to feasibility accuracy

Tech adoption:

Process & platform alignment

Learning Objective 1

Determine which KPIs drive profitability and operational efficiency, and establish practical methods to collect and measure them.

Learning Objective 2

Evaluate automation tools vs. manual tracking systems to identify the most efficient approach for your site's financial intelligence needs.

Learning Objective 3

Apply dashboard and reporting frameworks to analyze study profitability and optimize capacity planning.

Key Takeaways & Notes

From this session, I will:

Track this KPI I am currently missing:

Change this process first:

Bring this question back to my team:

QUESTIONS TO EXPLORE: