

ResearchPoint Austin, Texas

An interview with John Farinacci, chief executive officer

What differentiates ResearchPoint from other CROs?

First, our people. At ResearchPoint, people are really passionate about what they do. They want to make a difference, and our culture here supports that. Senior management here is involved in all the projects, so you get seasoned professionals blended with the enthusiasm and energy of a young group, which makes for an effective and productive team. Usually the people who start with a project at ResearchPoint also end with that project, and that's fairly unique in this industry. The next point of difference is our 'continuum model.' In our model, we try to eliminate the barriers of the departmental and functional silos that usually result in multiple handoffs. This enables our team to see the big picture and have the ability to look at trends. There is more accountability and responsibility. This also creates a situation where people understand what their colleagues are doing in other departments. I think expanded roles add to keeping people interested and challenged, which contributes to our turnover rate being less than a third of the industry standard. The third point is that we are a metrics-driven company. What gets measured gets managed, and we are constantly striving to improve. Today's target goals and objectives become tomorrow's standards.

Tell me about ResearchPoint Global (RPG).

We are the founding partner of a group called ResearchPoint Global, which provides global services to our clients. We have found CROs around the world that are compatible, have the same service orientation and customer-centric focus and have integrated with them. RPG is not your traditional network. It is more structured. We have signed partnering agreements, utilize global standard operating procedures, and meet monthly. We have 15 offices and are in 65 countries. We are currently conducting two global programs.

What challenges do you face?

Competition for patients. Sites have a lot of challenges, patient recruitment and cash flow being two of them. We look at innovative ways to help sites recruit patients and also help minimize difficulties with cash flow. This has been very instrumental in meeting or exceeding enrollment goals. We also make sure we're available when they call off-hours, and that a human being actually answers the call. We treat sites as part of the team. We put a lot of emphasis on making sure the sites are happy. Part of our metrics is surveying our sites. The other challenge out there for companies like ResearchPoint is getting through to potential

Year founded: 1999

Employees: 70

Active projects: 42

Contact: Matt Walker

Telephone: (512) 343-1092

Email: mwalker@researchpoint.com

Web site: www.researchpoint.com

clients that larger doesn't always necessarily mean better. I think sometimes the expertise and accomplishments of our individual team members isn't always taken into consideration. In one situation, although a potential client liked our proposal, they chose a larger CRO. Several months later we were brought back in to take over the same project, which was in trouble. We successfully completed that project. Another challenge, in my opinion, is that team chemistry between the client and CRO is not considered a priority in the initial evaluation process. RFIs [request for information] capture mountains of information, including size, expertise, etc., but I think sometimes chemistry—being able to work together—gets lost.

What are your plans for growth?

Up until now, we've only grown organically, but in the coming year we will be looking more toward M&A [merger and acquisition] activity to grow and complement our core services. At this stage of our growth, our targeted client base is the smaller, mid-tier pharmaceutical, biotech and medical device companies that sometimes tend to get lost in the shuffle at much larger CROs.

CWWeekly (ISSN 1528-5731)

To subscribe to *CWWeekly* or other CenterWatch publications, contact our customer service department. Tel (800) 765-9647 Fax (800) 850-1232 P.O. Box 105109, Atlanta, GA 30348-9891



Need A Successful CRO?

Successes all relate to creative problem solving and execution of a solution. Our point is to lead you to success.

researchpoint.com ▶ 512.343.1092

ResearchPoint