What Gets Measured Gets Fixed

Pharmaceutical Metrics: Measuring And Improving R & D Performance by David S. Zuckerman

An exploratory study on R&D performance measurement and strategies for improving it. The pharmaceutical industry is facing increasing pressure to reduce costs and improve productivity. One way to achieve this is through the use of metrics. In his book, Zuckerman presents a three-step approach to measuring and improving R&D performance:

1. **Setting Clear Objectives**: Define what you want to achieve with your R&D efforts. This could be increasing the number of patents, improving the success rate of clinical trials, or increasing the return on investment (ROI).

2. **Selecting Appropriate Metrics**: Choose metrics that are relevant to your objectives. Zuckerman suggests using a variety of metrics to get a comprehensive picture of R&D performance.

3. **Implementing and Monitoring Improvement Strategies**: Put in place processes and tools to help you achieve your objectives. Regularly review the metrics to ensure that you are making progress.

Zuckerman argues that by focusing on these three steps, companies can improve their R&D performance and reduce costs. The book provides practical guidance on how to implement these strategies and includes case studies of companies that have successfully improved their R&D performance.

In conclusion, measuring and improving R&D performance is crucial for the pharmaceutical industry. By following Zuckerman’s three-step approach, companies can achieve their goals and stay competitive in a rapidly changing market.

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Annual Meeting, 2009 - Describes new approaches for improving R&D productivity.


“Pharmaceutical Metrics: Measuring and Improving R&D Performance” is priced at £75 and is available in hard copy from Piribo. For more Pharmaceutical Metrics: Measuring and Improving R & D Performance. Finding efficiencies in R&D can lead to increased productivity, which translates into. The first is metrics that can be applied specifically to clinical trials, measuring how well a Pharmaceutical companies begin to measure the metrics for a The key to improving any person, process, organization, or performance is to