



Search, Select, Make Contact

CRO Tracker, supporting R&D outsourcing

Industry-Specific Search Engine for Outsourcing

CRO Tracker is the search engine from Bio2Business specifically built for R&D outsourcing. In just a few clicks biotech and pharma executives can search, select and contact potential CRO partners. Covering all areas of R&D from discovery to late clinical development CRO Tracker presents participating CROs with a unique online platform to showcase contract service capabilities and expertise.

Search, Select, Make Contact – Easy steps to Generate New Business

Search: Quick and effective, biotech and pharma can interrogate the search engine using a simple keywords or the filter search option which will prompt them with a number of key word options.

Select: The search query will generate search results relevant to the keyword search or filter search. The end user will then be able to select the companies from the result list and view the detailed company profile for that CRO. Each participating CRO will have completed a detailed company profile including up to 26 searchable fields. Profiling CROs are responsible for keeping their company details up to date.

Contact: Biotech and pharma end users can contact the designated business development contact at each profiling CRO by email using the "Request for Information" function contained within each profile. This provides a direct email connection to your inbox. In addition you can list your telephone contact details.

Charges & Fees: Standard Profile, Enhanced Profile, Keyword Sponsorship and Notice Board Advertising

Standard Profiling: is free of charge: no catches, no hidden charges. You can post a standard profile which includes 26 searchable fields. In addition, participating CROs can post 1 news item to Bio2Business home page per year.

Bio2Business plans to introduce advertising and subscription packages which profiling CROs can upgrade to if they wish. These packages will be aimed at optimising lead generation and brand awareness for participating CROs. Details of our premium packages will be made available in 2011.

Access

All CRO Tracker users require a username and password to access the resource which means that company detailed information is only available to industry executives with legitimate R&D interests. All contract service companies (CROs, CMOs, Contract Research) from around the world are invited to profile and participate.

Monitoring Success

Each participating CRO will be able to view the number of unique hits to your profile and the number of enquiries received through the request for information function.

How do I Get Started?

Simply register yourself on our homepage at www.bio2business.com.

Once you have registered, and we have confirmed that your company is within CRO Tracker's remit, we will contact you with details of how to upload a company profile onto our system.

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