



SCRS WEST

Site Innovation Summit

WATCH ONE • DO ONE • BUILD ONE



Beyond the Numbers: Designing Site KPIs That Improve Study Execution

June 1, 2026

PARTNERING FOR SUCCESS



Faculty Disclosure



In compliance with ACCME Guidelines, I hereby declare:

I do not have financial or other relationships with the manufacturer(s) of any commercial services(s) discussed in this educational activity.

Paul Eure, Syneos

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Criteria for Awarding Contact Hours



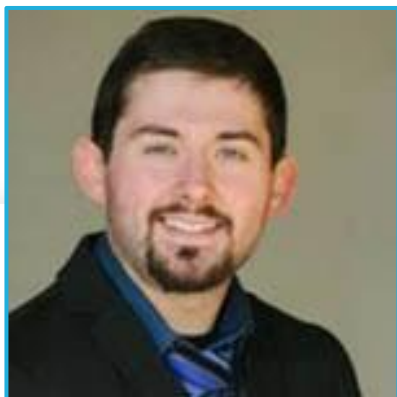
Applicants must be present during the “live” event, contact hours are not issued for recordings.

Applicants must attend the activity the whole time, missing no more than ten minutes of the activity.

Applicants must complete the post-meeting survey with a score of at least 70%.

Applicants must complete the post meeting survey evaluation questions.

Society for Clinical Research Sites, Inc. is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center’s Commission on Accreditation.



**Principal Product
Manager, Syneos Health**

A Little Bit About Me

- 10+ years experience working closely with sites and patients in clinical research
- Specialize in building products that streamline site operations and improve the patient experience
- Care a lot about turning real-world site and patient feedback into practical, usable solutions
- Believe that the best products come from listening first
- Home: Lake Elsinore, California, with my wife and two kids

And I firmly believe no workflow should require 7 tabs, 3 logins, and a small act of courage.



Michele Windhorst



**Sr. Director, Strategic
Solutions, Elligo Health
Research**

A Little Bit About Me

- 25+ years of healthcare experience across product development, marketing, strategy, and business development -including more than four years supporting clinical trial research
- Passionate about connecting patients and PIs with access to new therapies
- Driven by data to solve complex issues and bring a fresh perspective to sites and CROs
- Use curiosity to understand the "why"
- Home: Dallas, TX, with my two girls and dogs



**What critical site performance
signal are we still not
measuring well?**

What Matters Most to Sites? Let's Talk About It.



The Challenge

Sites are operating without full visibility

- Limited visibility into activation status and deliverables
- Reactive vs. proactive recruitment planning
- Heavy reliance on emails and manual follow-ups

Dialogue Springboard



What KPIs matter to sites?



Why do they matter?



What happens if you don't have those KPIs?

What Matters Most to Sites? Let's Talk About It.



The Opportunity

What if sites could see – and manage – their performance in real-time?

- Clear visibility into milestones and expectations
- Data-driven recruitment planning
- Reduced administrative burden

Empowered sites = stronger study performance

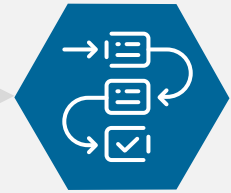
Dialogue Springboard



How do you gather these KPIs today?



How would you like them to be gathered?



What actions should these KPIs help sites take?

What Matters Most to Sites? Let's Talk About It.



Ideal Future State

If you had a magic wand, what would your site dashboard do?

- How would it work for you?
- What would you learn and do with the information?

Let's build the dashboard sites actually want.

Your ideas today will shape the KPIs and dashboards of tomorrow.



What do sites spend too much time chasing manually today?



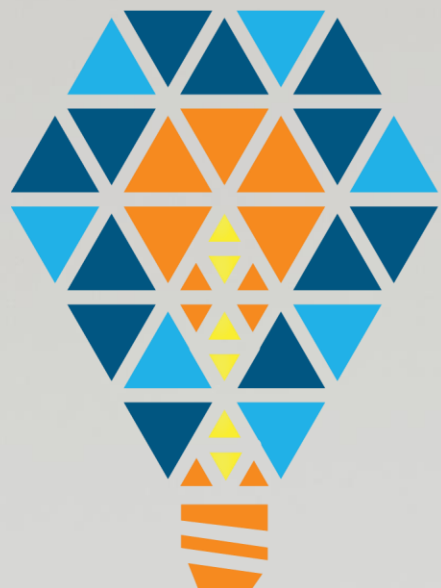
Which KPIs are useful vs. just reported?



What information arrives too late to be actionable?

Curious how it comes to life?

Visit Booth #21 to experience the interactive prototype we created together.



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