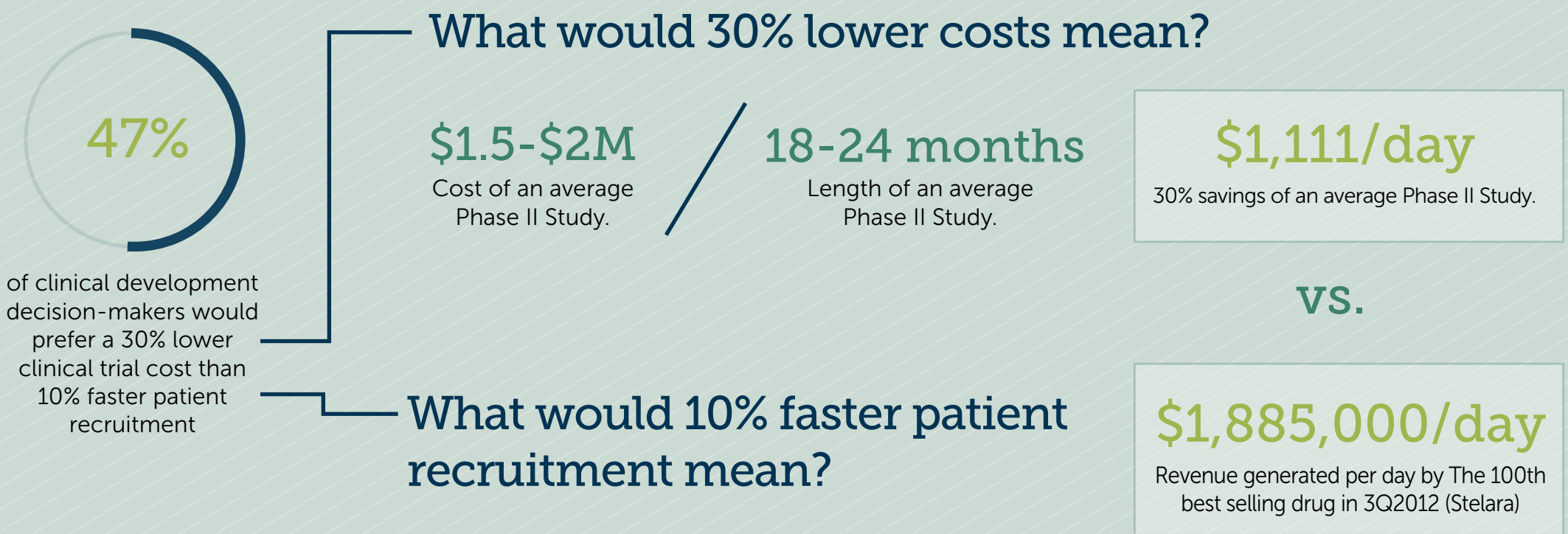


The Bottleneck in Patient Recruitment

The growth rate of compounds in development far exceeds population growth and the number of investigators remains mostly flat. Because of this, patient recruitment for clinical trials functions as a bottleneck in the process. The industry has to increase its focus on Patient Recruitment.

Priorities

Faster patient recruitment leads to fewer delays in clinical trials, which means getting drugs on the shelf quicker. So why do only 2% of sponsors rank patient recruitment strategy as the most important when selecting a service provider?

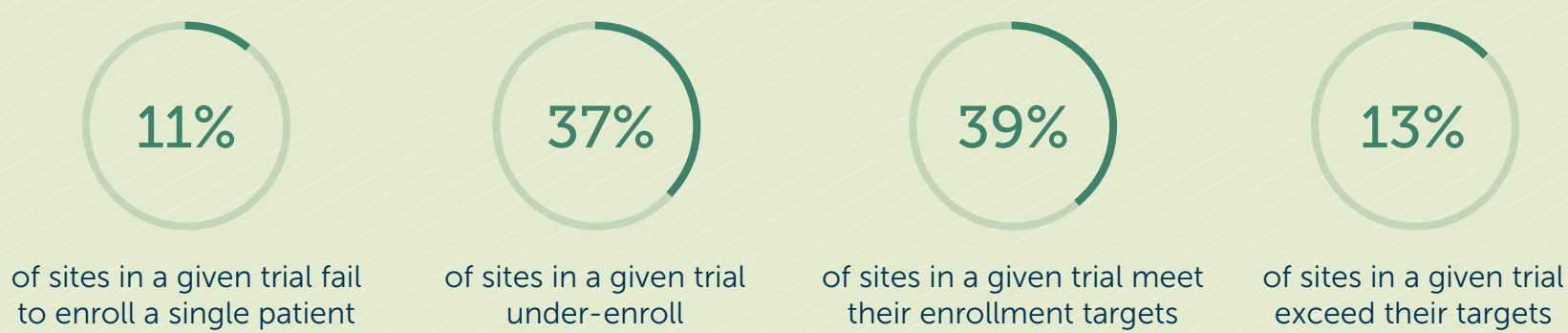


Viewpoints

Clinical trials involve five main groups, each with different views and motivations. Here's what they're saying about clinical trials:



Implications



The patient recruitment methods with the highest value, tend to be the more traditional methods:

- Dr. Referral
- Mail from Doctor
- Custom Website
- Local Newspaper
- Poster in Doctor's Office
- Radio
- Affinity Groups