



THE EXPERTS OF PATIENT RECRUITMENT

Patient enrollment and retention challenges are still cited as some of leading drivers behind the increasing costs for drug development and research study timeline delays. The current political environment and recent examples of the negative public perception of clinical research are only adding to the mounting challenges faced by industry. The use of both emerging technology and enhanced expertise within sponsor companies have begun to make a difference. However, there is still a significant opportunity for overall improvements in the strategic planning and execution of successful patient recruitment and retention campaigns.

The specialized outreach and education programs offered by patient recruitment service firms can be critical to establishing the bridge between science and marketing while meeting the enrollment objectives of increasingly complex studies. Three leaders from the top firms Essential Patient Recruitment, Praxis, and MMG, discuss how drug development companies can most effectively incorporate their services to ensure an effective patient recruitment and retention process.



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