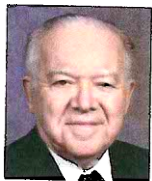


## Sound Bites from the Field

**THE INTERNET AND OTHER ALTERNATIVE COMMUNICATIONS METHODS HAVE ADDED NEW DIMENSIONS TO PATIENT RECRUITMENT. PHARMAVOICE ASKED EXPERTS IN THE FIELD: WHERE DO YOU SEE PATIENT RECRUITMENT EVOLVING IN TERMS OF METHODS IN THE COMING YEARS?**



**SILVIO ALADJEM, M.D., FACOG**, is CEO and Medical Director of Midwest Consultants for Clinical Trials LLC, a clinical trial

company that specializes in the management, execution, and analysis of clinical trials ranging from small, focused studies to complex, multinational projects. For more information, visit [midwestcct.com](http://midwestcct.com).

“There is a need for a change in recruitment thinking beyond adopting new technologies. The resulting gains from new technologies are counterbalanced by the loss of patients because old methods are not used any more. The net gain is insignificant.

Our recruitment will improve only to the extent that we target new pools of patients. By recruiting mostly from large urban areas, other large pools of potential patients have been ignored. We must target nonmetropolitan and rural areas that will open new markets for patients and physician recruitment.

The greatest difficulty is for the pharma industry, including large CROs, to recognize the need for a culture change.”



**DIANA L. ANDERSON, PH.D.**, is President, CEO, and Founder of D. Anderson & Company (DAC), Dallas, a leader in the arena of patient

recruitment and retention offering clients innovative, cost-effective, site-focused, and results-oriented subject recruitment programs. For more information, visit [dandersoncompany.com](http://dandersoncompany.com).

“We’ve already witnessed tremendous growth in terms of people responding to

clinical-trial opportunities via the Internet, however, we’ve only scratched the surface as this powerful communications tool continues to improve as new technology is introduced. Clinical-research studies are being conducted more and more on a global scale in countries with large and diverse patient population groups.

This trend will increase in the coming years so understanding the rules, regulations, and customs in every country where studies are taking place will be extremely important.

As the industry becomes adept at understanding these issues, developing more sophisticated, targeted messaging will be required to attract the necessary subjects.

With more people being connected every day to the Internet and as search engine optimization continues to evolve there will be newer and faster ways to gather, process, and prioritize information in any language. This will have a positive impact on generating awareness and qualifying people for studies. Thus, the Internet will remain a vital resource for patient-recruitment initiatives and may very well be the primary driver for these endeavors well into the future.”



**DAVID FOX** is CEO and President of Praxis, Brentwood, Tenn., a clinical services provider specializing in patient recruitment. For more information, visit [gopraxis.com](http://gopraxis.com).

“The Internet will continue to evolve as an important source for medical information.

Geo-targeted searches, Web portals, and e-newsletters are among the tactics used to reach this audience. Digital online technology also plays an important role for real-time tracking of study enrollment, as well as an information tool for potential patients.

Individuals can go to a designated study

Website and fill out a prequalifying questionnaire to determine if they might be a good candidate for the study. This helps save time and money for both the pharmaceutical company and sites because they will get only prequalified patients.

One of the key advantages of the Web is its 24/7 availability, so feedback is immediate. Media habits today are extremely fragmented. That being said technology, while an important piece of the equation, is only a portion of the complex issues of patient recruitment.”



**J. TOBIN GEATZ** is CEO of Inclinux, Wilmington, N.C., an enrollment CRO offering customized trial recruitment using recruitment experts

complemented with the power of technology to produce successful and timely study completion. For more information, visit [inclinux.com](http://inclinux.com).

“New media will continue to complement traditional media in patient recruitment. Effective patient recruitment involves reaching out to exact patient populations and requires an advertising medium suited for localization. Traditional media remain the most effective means for targeting audiences demographically and geographically, while the Internet and new media are broader-based and provide a great communications channel for creating intimacy with patients identified through traditional media.

Moving forward, the solution will extend beyond this combination of new and old media and involve providing physicians with tools to better identify the most ideal patients — those already inside their practices.”