



## Red River Valley Chapter

Presents

### **Site Selection, Patient Recruitment and Patient Stipend Management: Industry Data and Insights**

**Joseph Kim, MBA**, serves as the Clinical Operations Director at Shire, focusing on implementing innovative trial optimization solutions. He has spent 12 years in Pharma integrating his experiences working for Sponsors, CROs, and niche vendors. As a former member of Merck's Global Trial Optimization team, he was a key contributor to securing the industry's top spot in PA-LPI cycle time. He has a rare combination of experience that includes early and late phase research, and a command of IT related solutions and development models. Joseph holds a BS in Molecular Biology from Lehigh University and an MBA from Villanova.

**Sam Whitaker** is the CEO of Greenphire, the industry leading provider of clinical payment and communication technology solutions. Prior to founding Greenphire, Sam was a Vice President in the Product Development group of Citigroup's prepaid card division. In this capacity, Sam was responsible for managing several existing products and developing new payment solutions for new and existing clients. Prior to working for Citigroup, Sam spent his career working in transactional finance both as an investment banker and as a member of the investment team of a Philadelphia based holding company. Sam earned a BA from the University of Pennsylvania.

Wednesday, August 17<sup>th</sup> 11:00 am – 12:30 pm

Cetero Research, 4801 Amber Valley Parkway, Fargo, ND

**Brief Program Description:** The webinar will provide results and analyses from several different surveys examining the key questions of three critical operational aspects that affect sites today. Results will be presented from various site surveys conducted throughout 2010. Surveys were conducted separately by Greenphire and ePharmaSolutions as part of a market research initiative to understand issues relating to site selection, funding of patient recruitment activities, and management of patient stipends.

**Program Objectives:**

- 1 Recognize two specific deficiencies in the conventional site relationship managements models and identify one key area of focus for remediation.
- 2 Clearly communicate the business impact of delayed reimbursement of local recruitment spend and also how to present a business case to demonstrate need for additional support.
- 3 Identify three deficiencies and risks of the conventional patient stipend management model.

**Program Agenda:** Sign-in begins at 10:45 am, Webinar viewing from 11:00 am until 12:30 pm, Q and A to follow.

**Target Audience:** This webinar is intended for CRAs, CRCs, Clinical Research Administrators, Principal Investigators, Project Directors, and Project Managers working for Biotech Companies, CROs, IRBs, pharmaceutical companies, and SMOs.

**Registration Information:** Register on-line by 08-17-11 at [www.acrpnet.org](http://www.acrpnet.org) (follow the Chapter link)

<b>Cost:</b> Chapter Member viewing – Free	Chapter Member CEUs - \$10
Non-Chapter Member viewing - \$10	Non-Chapter Member CEUs - \$10 (in addition to viewing fee)
Non-ACRP Member viewing - \$10	Non-ACRP Member CEUs - \$25 (in addition to viewing fee)

Payments will be made on-line (credit or debit card). For information regarding cancellation and refund policies, please refer to [www.acrpnet.org](http://www.acrpnet.org).

**Contact hour(s):** Contact hours (1.5) have been applied for through ACRP. In order to receive contact hours, you will be responsible to complete the evaluation form. This form will be posted directly to your record on the ACRP website 10 days following the event and will be available to complete for 30 days.