For more information on this event [CLICK HERE](#)

**Featured Presentations:**

**Pfizer Case Study: Participatory Patient-Centered Clinical Trials**
*Innovative Integration of Mobile and Web-based Technologies to Enable a New Model for Clinical Research - Patient-Centered Trials*

Craig H. Lipset, Director/Commercial Lead (Molecular Medicine) and eHealth Team Member, PFIZER

**AstraZeneca Case Study: Transforming Clinical Trials**
*Utilizing Electronic Health Records and Other Forms of Data Transmission to Enhance Clinical Trials and Reduce Costs and Time*

Mats Sundgren, PhD, Principal Scientist, Global Clinical Development, ASTRAZENECA

**Foreseeing Patient Conduct**
*Tools and Techniques for Predicting Patient Behavior in Order to Develop a Good Strategic Study Plan*

Edward L. Brown, EdD, Global Trial Optimization Specialist, MERCK

**Proactive Trial Operations**
*How to Build a Proactive Clinical Operations Paradigm to Support Successful Recruitment & Retention: Key Components and Study Team Roles & Responsibilities*

Ann Holstein, Assistant Director, Global Trial Leader, PFIZER
Event Sponsors and Exhibitors

Event Highlights

Novel Technology Showcase
A Series of Mini Presentations Premiering the Newest Advances in Emerging and Cutting Edge Technology Solutions for the Patient-Centric Model

Featured Presentations:

EFFECTIVELY UTILIZING SEARCH ENGINES
Targeted Search and Contextual Marketing to Create Awareness of Clinical Trials and Accelerate Enrollment
Ken Wallace, MBA, President, CLINICAL TRIAL MARKETING COMMUNICATIONS
Gary Mincieli, Chief Strategist, MPROVEN

MOUNT SINAI CASE STUDY – USING TEXT MESSAGING
Improved Adherence and Outcomes for Pediatric Liver Transplant Recipients by Using Text Messaging
Tamir Miloh, MD, Assistant Professor, MOUNT SINAI

PATIENT DIARIES
Patient Reported Data: Quick, Compliant and Cool
Karen Briegs, Director, Clinical Project Management, BIOVAIL TECHNOLOGIES LTD.

CLINICAL STUDY SITE ENGAGEMENT
Case Examples at the Point of Care: The Site’s Perspective on Patient Engagement
Howard Waxman PhD, Director of Research, BELMONT CENTER FOR COMPREHENSIVE TREATMENT

PANEL DISCUSSION
Examining The Transition from Traditional to New Engagement Models for Successful Patient Outreach and Higher Retention Rates
Diane Simmons, President and CEO, CISCRP
Brad Allen, Clinical Trial Enrollment Optimization Consultant, Global Enrollment Optimization, ELI LILLY
Lance Nickens, President, THE PATIENT RECRUITMENT AGENCY

PANEL DISCUSSION
Rules of Engagement: Guidance and Overcoming Regulatory Barriers in Patient Communication
Beth E. Mechling RN, MS, Director, Medical Education, Outsourcing and Clinical Trial Support, ALLOS THERAPEUTICS
Daniel Kracov, Partner, ARNOLD & PORTER LLP

Who should Attend

This summit particularly benefits professionals at pharmaceutical, biotech and medical device companies who work in:

- Trial Optimization
- Trial Recruitment/Enrollment
- Trial Management
- Patient Recruitment/Enrollment
- Patient Retention
- Study Strategy/Planning
- Clinical Operations
- Clinical Project Management
- Product Development
- Data Management
- Portal Management
- Healthcare Technologies