



Global Issues in Patient Recruitment and Retention

Diana L. Anderson-Foster

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It is well documented that slow patient enrollment is a global contributor of study delays. Likewise, retaining patients once enrolled can be equally arduous, but just as critical to the completion and success of a clinical trial. In her second book on the subject, industry expert Diana Anderson-Foster tackles for the first time the global challenges posed by these everyday issues and provides thoughtful analysis and strategic solutions to minimize recruitment costs and develop successful global patient recruitment programs. With insight and contributions from thought-leaders in the industry, this guide also delves into the sponsor's perspective on patient recruitment and tackles new emerging topics including technology challenges, phase I recruiting and the role of social media.

This guide is a valuable and indispensable resource for anyone involved in clinical operations, specifically patient recruitment and retention.

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