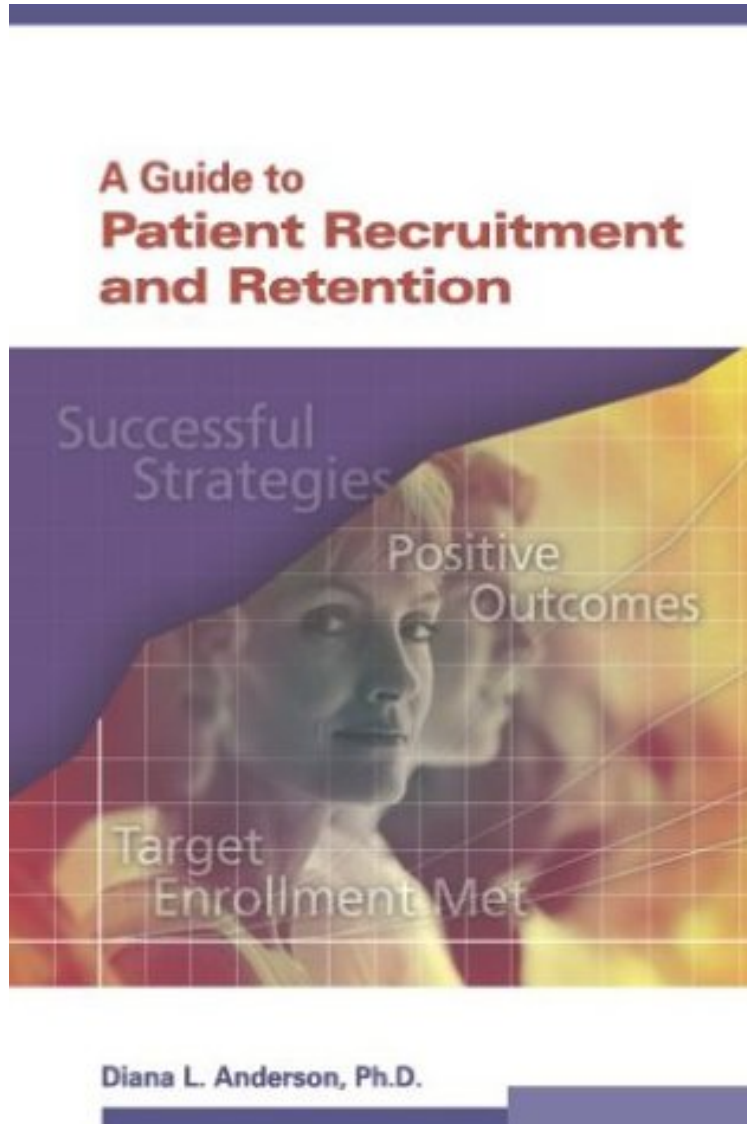


# A Guide to Patient Recruitment and Retention

*Diana L. Anderson*

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**Diana L. Anderson : A Guide to Patient Recruitment and Retention** before purchasing it in order to gage whether or not it would be worth my time, and all praised A Guide to Patient Recruitment and Retention:

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A Guide to Patient Recruitment and Retention is designed to help clinical research professionals improve the effectiveness of their patient recruitment efforts. With contributions from 15 industry leaders, this manual offers real world, practical recruitment strategies and tactics grounded in facts and experiences. It is an invaluable resource for educating staff on patient recruitment, managing recruitment initiatives for clinical trials and accelerating enrollment and retention efforts. Many sponsors and CROs routinely distribute copies of this manual at investigator meetings. Topics covered include: \*Trends and issues influencing patient recruitment, retention and ethics \*Benchmark data on patient volunteer demographics and recruitment costs \*Effective media strategies and tactics \*Budget considerations \*Guidelines on establishing new recruitment and retention practices \*Tips on effectively communicating with potential study subjects \*HIPAA Privacy Rules impact on patient recruitment  
A Guide to Patient Recruitment and Retention is recommended for: \*Physicians, study nurses, pharmacists and other health professionals involved in both government and industry sponsored clinical trials \*Instructors conducting training and educational programs

Paul Evans, COO, Synexus, U.K. "I am especially impressed with the outcome data, as well as the up-to-date information on multinational issues." --CenterWatch  
About the Author  
Diana L. Anderson, Ph.D., is the President and Chief Executive Officer of Rheumatology Research International. RRI provides contract research, site management services, communications and custom publishing exclusively in the field of rheumatology. In her role as CEO, Dr. Anderson has lead RRI to become the only comprehensive provider of rheumatology services. Dr. Anderson has contributed to many professional organizations in the areas of rheumatology and clinical research. She is currently a Board member of Rheumatology Research International and the Association of Clinical Research Professionals. She has also served on the Boards of the American College of Rheumatology, Association of Rheumatology Health Professionals and the National Arthritis Association.