

## Patient Recruitment Services

- Developing recruitment strategies.
- Potential patient identification systems (See Fig. 1 Recruitment filter).

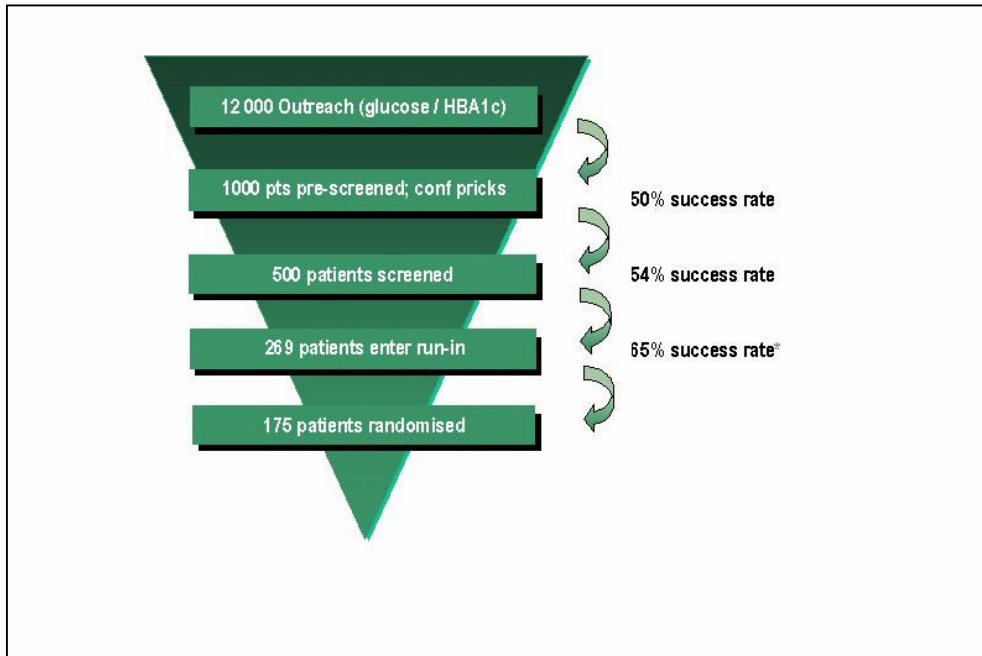


Fig. 1: Recruitment Filter

- Patient identification.
- Implementing recruitment strategies.
- Recruitment strategies include:
  - Personal contacts
  - Radio
  - Direct mail
  - Journals
  - Television
  - Newspapers
  - Billboards
  - Active advertising includes:
    - Advertisements in newspapers
    - Radio broadcasting
    - Flyers and Posters
    - Direct mailing to the patients in our database
    - Website.
  - Regular radio, newspaper and personal interviews to educate the public on clinical trials.
  - Fieldworkers.

