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## FOR IMMEDIATE RELEASE

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### ***Chris Trizna to present at 2<sup>nd</sup> Annual Site Solutions Summit***

Severna Park, MD - Chris Trizna, President and Owner of Clinical Site Services, has been selected as a keystone speaker at the *2<sup>nd</sup> Annual Site Solutions Summit*, presented by RxTrials Institute and FDANews. Mr. Trizna was tapped for this role to meet the demand for effective patient recruitment campaign information, as expressed by last year's summit attendees. This session will focus on multimedia patient recruitment, with specific emphasis on the costs and benefits of various media vehicles which can help lead a site to study completion.

Developed to be a highly interactive, hands-on training meeting, the *Site Solutions Summit* will arm the attendees with the tools necessary to increase overall performance at the site level. Specifically, Mr. Trizna's presentation surrounding patient recruitment will allow sites to walk away with the knowledge of how to best execute a patient recruitment campaign that will meet their enrollment goals. There will also be a discussion surrounding the pros and cons of the individual media vehicles, and how and why to use them. In addition, specific attention will be given to conquering television at the site level, both in production and media placements; most sites are working within a budget which typically doesn't allow for the utilization of television.

Sensible recommendations and dynamic, interactive exercises featuring "real world" patient recruitment initiatives will improve investigative sites' recruitment outcomes. The workshop will also demonstrate the importance of metrics recording to measure current and future success.

For more information on the *2<sup>nd</sup> Annual Site Solutions Summit*, please visit [www.fdanews.com/rxti](http://www.fdanews.com/rxti)

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## About Clinical Site Services

Clinical Site Services (CSS) is a site performance company that provides patient recruitment solutions to increase the enrollment potential for investigative sites. Through a proprietary, integrated process, CSS strives to reduce the costs and timelines associated with recruitment subjects for clinical studies.

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