



The Enrollment and Retention Specialist  
www.acurian.com • 866.566.5966

**Contact:**

Scott Connor, Vice President, Marketing  
Acurian, Inc.  
215.323.9028  
[scott.connor@acurian.com](mailto:scott.connor@acurian.com)

**Acurian, the Patient Enrollment and Retention Specialist,  
Achieves 15-Year Milestone**

**Horsham, Pa, February 26, 2013** — Acurian, Inc., a leading, full-service provider of global patient enrollment and retention solutions, announced today it has reached its 15<sup>th</sup> year in business. What started as a data/information company in the dotcom era has evolved into a company that is now the recognized leader in its industry.

"Acurian's breadth and depth of experience is complimented by being a true pioneer and thought-leader," said Rick Malcolm, Acurian's CEO. "Over the last 15 years, Acurian has grown into the company more clinical trial sponsors turn to with their patient enrollment and engagement challenges. Our industry innovations have driven much of this success," he continued.

According to Malcolm, some of the company's key innovations include:

- Built first clinical trial registration website
- Developed the first centralized technology platform for pre-screening potential trial participants, and tracking enrollment and retention metrics for patients and sites
- Built the first and largest database of people who have opted-in to receive information about clinical trials (currently over 70 million)
- First to offer trial sponsors performance-based pricing where customers pay based on Acurian's ability to reach specific milestones, including patient randomization
- First to develop social media applications designed to raise clinical trial awareness

Acurian plans to promote its 15<sup>th</sup> Anniversary via various channels including the company's impending new website, trade shows, conferences, and collateral materials.

**About Acurian**

Acurian is a leading full-service provider of clinical trial patient enrollment and retention solutions for the life sciences industry. The company increases the enrollment performance of investigator sites worldwide by identifying, contacting, prescreening, and referring people who live in the local community but are unknown to a research site. As a result, trial sponsors complete enrollment without incurring the unexpected expense of adding sites, time, or CRO change orders. Acurian's investors include Euclid SR Partners, ProQuest Investments, JP Morgan Partners, Flatiron Partners, CDP Capital Technology Ventures, and Merck Capital Ventures.

###