

**Acurian****Patient Recruitment Solutions**
www.acurian.com • 866.566.5966**Contact:**

Scott Connor, Vice President, Marketing
Acurian, Inc.
215.323.9028
scott.connor@acurian.com

**Acurian Innovation, Technology Improves Patient Recruitment Process
For Sponsors and Patients**

HORSHAM, Pa., April 27, 2010 — Acurian, a leader in clinical trial patient recruitment and retention, is continuing its tradition of using technology and innovation to improve the patient recruitment and enrollment process. With new high-tech mapping, online educational presentations and digital communications, Acurian is strengthening the connections between potential trial participants and clinical research sites.

"Our goal is to improve the patient experience and keep them engaged in the process," said Roger Smith, Vice President of Operations at Acurian. "There is a critical period of time between when we pre-screen and refer good patient candidates and when they are finally seen by a doctor. We want to stay in contact with those patients and make sure they are educated about the process. We are using technology to do so."

One way Acurian is improving the patient experience is by offering Bing™ mapping services. The online mapping software is integrated with the company's Recruitment Manager platform to provide pre-qualified patient referrals with easy directions, driving distances and maps to research site locations. "Patients can even view multiple sites in their area so they can choose the most convenient location for them, be it near home or work. It's visually enticing and easy to navigate so patients feel more comfortable with the site selection," said Smith.

Acurian also provides online, animated educational presentations that present a comprehensive understanding of what to expect during the trial process. Presentations typically include information on why clinical research is important, background on current treatments, and how a study may be different from available treatments. The presentation lets the patient know what to expect from the doctor, testing procedures and paperwork requirements.

"You can't always count on patients getting a solid and consistently delivered message from any one of hundreds of sites," said Smith. "These presentations increase the likelihood of them attending that first office visit, enrolling and staying in the trial. Study patients are giving us their time and implicit trust ... they deserve to have the process explained in detail and at a level that isn't intimidating."

More...

A third way Acurian is keeping in contact with patients is through automated, personal messages. Text messages, e-mails and phone calls are all deployed to remind and encourage patients to make an appointment, or prepare for a doctor visit. Instead of a manual system, Acurian can be consistent and track exactly which patients have been contacted. They can also send customized messages to the patient relative to their stage in the trial.

“Our goal is to increase patient knowledge and comfort with innovative efforts. In this way, we aim to keep patients in the studies,” said Smith.

About Acurian

Acurian is a leading full-service provider of clinical trial patient recruitment and retention solutions for the life sciences industry. Through its proprietary patient panel of more than 65 million patients, centralized advertising capabilities, and a fully hosted enrollment management technology platform, Acurian is able to identify, contact, prescreen, and refer patients into clinical trials, all while supporting investigator sites with services to maximize the randomization potential of every referred patient. Since 1998, Acurian has supported over 400 protocols for more than 60 companies. Acurian's investors include Euclid SR Partners, ProQuest Investments, JP Morgan Partners, Flatiron Partners, CDP Capital Technology Ventures, and Merck Capital Ventures.

For more information

Visit www.acurian.com; or contact Scott Connor, VP Marketing, at scott.connor@acurian.com or 215-323-9028.

###