



Patient Recruitment Solutions  
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**Acurian Announces Kim Basciani as Director of eRecruitment**

**Horsham, Pa., September 21, 2010** – Acurian, Inc., a leader in clinical trial patient recruitment and retention, announced today that it has hired Kim Basciani as director of eRecruitment to further the company's ability to recruit clinical trial participants via online strategies.

Healthcare continues to be one of the most widely consumed topics for people online, and the convergence of social media with traditional e-marketing channels has created expanded growth opportunities for sponsors seeking research subjects. Basciani will be responsible for the strategic direction of all online patient recruitment efforts.

"Kim's extensive knowledge and success in direct-to-consumer, online marketing will elevate our capabilities in eRecruitment," said Scott Connor, Acurian's vice president of marketing. "Patient referrals generated by the vast array of online methods are generally less expensive than traditional recruitment methods, and by increasing the number of online-sourced referrals, we will help our customers lower the overall cost per randomized patient."

Basciani has been at the forefront of online commerce and direct marketing since the mid-nineties, leading the brand marketing initiatives and customer acquisition and retention efforts at major brands such as CDnow.com, eDiets.com and Advanta. An industry veteran, Kim has participated in numerous internet marketing panels and executive round tables. Serving as a subject matter expert on emerging technology and digital marketing, she is an active member of the Society of Industry Leaders, the executive forum of Vista Research, an invitation-only organization that serves institutional investors with topical expertise. Kim holds a Bachelor of Science degree in Marketing from Villanova University.

**More...**

**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, e-recruitment, and a fully hosted enrollment management and retention 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**

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