

**Acurian****Patient Recruitment Solutions**
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Acurian Generates Over 50% of Clinical Trial Patient Referrals from Proprietary Relationships with Online Health Networks and Social Media Platforms

HORSHAM, Pa., March 4, 2010 — Acurian, Inc., a leading, full-service provider of patient recruitment and retention solutions, announced today that for all of the trials it supported in 2009, 54% of the patient referrals it generated came from online sources, including large health networks and ubiquitous social media platforms like Facebook and MySpace.

According to Roger Smith, Acurian's Senior Vice President of Operations, the company has been leveraging online referral generation for years.

"There is a misperception that Acurian recruits patients only through its opted-in database," stated Smith. "However, we have always used online venues to present trial messaging and pre-screen and track potential candidates through our Recruitment Manager™ technology. The fact that the majority of our patient referrals are coming from web-based efforts illustrates how Acurian has continued to broaden and hone our online capabilities."

Acurian has established proprietary relationships with international health networks that can push regulatory approved clinical trial messaging to thousands of potential participants. The company said it typically launches online campaigns in geographies where internet penetration is high and patient recruitment challenges persist, including the United States, Canada, and Western Europe. Moreover, Acurian customers are not charged unless a person successfully passes a protocol-specific, pre-qualification questionnaire and selects a convenient research site.

"Our far-reaching online footprint enables customers to take advantage of the massive amount of online health traffic, but without bearing the enormous waste that can occur when charged by traditional methods like per click or per impressions," continued Smith. "Instead, we share the risk by pricing at a meaningful performance milestone. That means a sponsor's investment has the greatest chance of receiving a real return, like a randomized patient."

Acurian also leverages a wide variety of social network platforms, including its own social networking application, Click it Forward™, which it launched in January 2009.

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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 over 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

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