Acurian Expands Performance-Based Pricing to Patient Recruitment Advertising Campaigns

HORSHAM, Pa., September 3, 2008 — Acurian, Inc., a leading provider of patient recruitment solutions, announced today that it has expanded its risk-sharing patient recruitment model to include advertising-based strategies. The company is already widely known for performance contracts that are based on customers leveraging the Acurian database for patient recruitment.

“Over the last four years, we’ve staked our reputation and our business on delivering patients into trials under tightly written performance-based contracts,” said Rick Malcolm, PhD, Acurian’s CEO. “Extending this philosophy to our centralized advertising solution is just a natural progression of our business, but a profound one at that.”

Most patient recruitment companies that use centralized advertising to enroll patients into research studies are compensated through media commissions, creative services fees, and project management fees. They are hired by a trial sponsor, which is usually a pharmaceutical, biotech or medical device company. These sponsors have little or no recourse if the advertising campaign performs poorly.

“For certain disease states, we have garnered enough internal expertise, metrics and experience to redefine how sponsors purchase patient recruitment advertising,” continued Malcolm. “And as we continue to do more media-based recruitment, we can grow the list of medical conditions that we will price on performance.”

The company stated that it is currently running two large, centralized advertising campaigns under performance-based contracts, one for a sleep/central nervous system disorder, and one for a chronic pain study.

“Our goal is to continually raise the patient recruitment bar and show our customers that performance — not risk-free media commissions — is the objective for us as much as it is for them,” concluded Malcolm.
About Acurian

Acurian is a leading full-service provider of clinical trial patient recruitment solutions for the life sciences industry. Through its proprietary patient panel of over 50 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 300 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.