

Clinical Trials and Social Networking

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Elaine Harris May 16, 2013 10:43 am PDT

The phenomenal growth and utilization of online social networks has created a range of new opportunities for recruiting patients into clinical trials. Social networking is a valuable modern patient recruitment tool, which if designed and executed properly, has the potential to be a very effective method for generating pre-qualified patient referrals, targeting specific patient groups, and reducing costs. The aim of this paper was to determine if this new social media innovation has been widely accepted by the pharmaceutical and CRO industry as a potential patient recruitment tool for clinical...

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