



**FOR IMMEDIATE RELEASE**

**PIEDMONT MEDICAL RESEARCH CONTRIBUTES TO NEWLY-PUBLISHED  
WHITE PAPER ON CLINICAL RESEARCH PARTICIPATION**

*Study findings based on 2009 focus groups held at local  
Winston-Salem clinical research site.*

**WINSTON-SALEM, N.C. - March 5, 2010-** PMG Research, Inc., a leader in the clinical trial industry with an experienced Integrated Site Network (ISN) of eleven clinical research facilities in North Carolina, South Carolina and Tennessee, today announced the release of a White Paper from CISCRP (The Center for Information and Study on Clinical Research Participation) detailing findings from a series of three focus groups with clinical trial participants at Piedmont Medical Research (PMR) in March of 2009. CISCRP approached PMR in late 2008 about partnering on an initiative to probe for the factors that most inform and educate clinical research participants.

A primary finding of the initiative was that “focus group participants reassert the essential role that study staff and healthcare professionals play in volunteer recruitment and retention. These individuals are central to establishing trust, rapport and motivation to comply with participation requirements. Focus group attendees consistently describe relationships with study staff as tough, but fair; disciplined, but supportive.”

The study also revealed core motivations of all study volunteers regardless of age and socioeconomic status. These motivations serve as a blueprint for patient and public education and outreach. Study volunteers:

- Want to feel that they are taking control of their medical condition and well-being
- Want to develop personal relationships with study staff
- Want to be treated as human beings
- Want to know that their participation will make a difference

The white paper points out that “building and maintaining a community of volunteers, researchers, physicians, and other study staff is necessary if the medical research industry hopes to expand and strengthen its participant base.” CISCRP notes a strong need in the medical research industry to implement steps that will allow clinical research participants to “feel more deeply connected to their role in medical science.”

**About PMG Research, Inc.**

PMG Research, Inc. is an Integrated Site Network (ISN) of eleven clinical research facilities. Our progressive organization is comprised of a highly effective team of professionals and a network of specially-designed sites. Our mission is to provide unparalleled service to our participants and sponsors. With extensive experience across all phases of clinical research, PMG has conducted 5500 research studies for over 100 pharmaceutical sponsors and CROs. Visit PMG at [www.pmg-research.com](http://www.pmg-research.com).

**About CISCRP**

The Center for the Information and Study of Clinical Research Participation is a first-of-its-kind non-profit organization dedicated to educating and informing the public, patients, medical/research communities, the media, and policy makers about clinical research and the role each party plays in the process. Visit CISCRP at [www.ciscrp.org](http://www.ciscrp.org).