



**Media Contacts:
Greater Gift Initiative**

Kristin Kinlaw
336.608.3506
kkinlaw@greatergiftinitiative.org

FOR IMMEDIATE RELEASE

Longboat Donates 980 Vaccines through the Greater Gift Initiative

Dublin, Ireland-based Longboat donates vaccines in appreciation for Avoca Group and PMG Research contribution to development project

WINSTON-SALEM, NC and DUBLIN, IRELAND – June 19, 2015 – The Greater Gift Initiative (GGI) announced today the receipt of a donation for 980 vaccines from Longboat. Longboat is currently working with the Avoca Group, a leading integrated research and consulting firm focused on clinical outsourcing in the pharmaceutical industry, who selected PMG Research (PMG) to provide an expert clinical research site perspective on the Guided Compliance tool in a recent market research focus group. Longboat’s Guided Compliance™ solution delivers an integrated online toolset designed to guide research personnel for protocol compliance.

“Longboat is delighted to contribute to the Greater Gift Initiative, a wonderful organization that honors clinical trial participants by providing vaccines to children in need,” states Aidan Gannon, Head of Client Services and Innovation at Longboat Clinical. “At Longboat, we are passionate about making clinical trials a positive experience for study teams, site staff and patients and as such, are very grateful to PMG and the Avoca Group for their hugely valuable contribution in helping us to create the best possible solution.”

Greater Gift Initiative is a 501(c)3 non-profit whose mission is to advance global health and highlight the greater good of clinical trial participation by gifting a vaccine to a child in honor of every clinical trial volunteer. Since 2010, the Greater Gift Initiative has donated over 54,000 vaccines to children in developing countries as a way to give back and thank the volunteers who participate in clinical trials and contribute to the advancement of health worldwide. GGI currently partners with supporters that include pharmaceutical sponsors, contract research organizations (CROs), integrated site networks, independent dedicated research sites, site management organizations, and independent principal investigators.

Janice Hutt, Chief Operating Officer at The Avoca Group explains, “The Avoca Group is honored to be part of this engagement that resulted in a generous donation of vaccines from Longboat to the Greater Gift Initiative, an organization that is making a tremendous impact in global health by providing a vaccine to one child in need every time a clinical trial volunteer makes the decision to participate in a clinical trial. Like both PMG and Longboat, Avoca is committed to increasing clinical trial participation and educating patients of clinical trials as a health care option as well as improving patient engagement and patient celebration in clinical research.”



PMG Research is an integrated network of sites founded in 1979 that provides a comprehensive clinical research infrastructure to large physician practices and institutional health care providers. With a mission to bring clinical research to as many lives as possible, PMG has established collaborations with industry innovators such as Avoca and Longboat to bring solutions for efficiency to the clinical research enterprise.

“We are grateful for this incredibly generous donation by Longboat in partnership with Avoca,” states Amanda Wright, Executive Director of the Greater Gift Initiative. “Their acknowledgement of the need for recognition and celebration of clinical trial volunteers while advancing world health through vaccination illustrates the progress the clinical trials industry is making in moving toward a patient-centric model.”

###

About Greater Gift Initiative, Inc.

The mission of Greater Gift Initiative, Inc. is to advance global health and highlight the greater good of clinical trial participation by gifting a vaccine to a child in honor of every clinical trial volunteer, under the motto “Volunteers Advancing Health.” Visit us at www.GreaterGiftInitiative.org

About Longboat

Longboat is a team of highly experienced clinical research professionals, physicians, and technology experts, dedicated to generating better study outcomes by providing site staff with the information they need, when they need it - Guided Compliance™. As the pioneers in the development of assisted protocols, our unique skill set allows us to create innovative and transformational technologies that are integral in bringing novel medicines to patients and their families sooner.

About The Avoca Group

The Avoca Group is a leading integrated research and consulting firm focused on clinical outsourcing in the pharmaceutical industry. Avoca specializes in relationship management, research, training, and the development of solutions to tackle the challenges of managing quality in outsourced clinical trials.

Avoca leverages a wealth of industry experience and expertise in providing customized consulting that promotes improved quality management in the support of better patient outcomes. To learn more, visit www.theavocagroup.com.

About PMG Research, Inc.

PMG Research, Inc. is an integrated network of clinical research facilities with 12 hub sites located in Champaign, IL; Cary, Charlotte, Hickory, Raleigh, Rocky Mount, Salisbury, Wilmington, and Winston-Salem, NC; Charleston, SC; and Bristol and Knoxville, TN. PMG has conducted 7,200 research studies for hundreds of pharmaceutical sponsors and CROs since 1979. We have extensive experience conducting all phases of trials across a comprehensive list of conditions. Our mission is to bring clinical research to as many lives as possible while delivering unparalleled service and exceptional value to our clinical trial partners and stakeholders. To learn more, visit www.pmg-research.com.