



Central Northeast PA Chapter

Building a More Communicative Site — Creative Technological Solutions

Program Agenda:

11:15 am – 11:30 am – Registration

11:30 – 1:00 pm – Educational Presentation and Discussion

Program Description: Join us for a presentation (webinar replay) and discussion about key strategies to simplify the flow of information in three areas: from site to community, inside the site team, and from site to Sponsor or CRO. Specific techniques are reviewed using social media and website optimization to better recruit and retain patients and how the same or similar tools can be turned into communication pathways for the study team itself, encouraging cohesive efforts and improving teamwork. Lastly, it will be demonstrated how website optimization can increase a site's exposure to sponsor and CRO teams, increasing both the quantity and quality of study offers.

Upon completion of this Webinar, attendees should be able to:

Utilize social media to connect to community and increase enrollment.

Create a more efficient site team using common technology.

Enable communication with Sponsors and CROs to increase visibility and competitive advantage.

Target Audience: Investigators, Clinical Research Staff and Administrators, Clinical Research Coordinators, Clinical Research Associates, Clinical Project Managers

Further Information: Kristina Blessing,
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Date: December 16th 2016

Time: 11:30 am to 1:00 pm

Location: Geisinger Danville, PA
Henry Hood Center for Health Research
Intermediate Room 3

Registration Cost: \$0 Chapter Members
/ \$0 ACRP Members/ \$0 Non-Members

Contact hours: 1.5 Contact hours have been applied for through ACRP. Membership is not required for online registration of contact hours.

To receive contact hours: Purchase the contact hours, sign in at the registration desk, and attend the program. Log on to the ACRP website then "ACRP Learning Portal" to complete the evaluation no later than 30 days following the event and obtain the online certificate.

Contact Hour Cost: \$0 Chapter Members /
\$15 ACRP Members / \$30 Non-Members

Refund Policy: There are no refunds unless the program is cancelled by the chapter before the start of the program.

Level: Intermediate