

The Benefits of Using Peryam & Kroll Call Centers

Collaboration is the key to profitability in healthcare research. Today, drug and pharmaceutical companies must share information with the outside world in order to succeed. But to truly collaborate, and launch your product successfully, you need to partner with a clinical call center that can transform a constraining liability into a liberating asset.

Advantages for utilizing P&K Clinical Call Centers for your recruitment needs include:

- Proactive project planning
- Protocol review
- Study sites focus on patients, not recruitment or handling of calls
- Consistent screening script used for all subjects
- More qualified patients provided for each site
- Low-performing sites targeted
- Creation of patient database
- Recruitment of patients in a timely manner to minimize competing protocols
- Daily reports of recruitment activity
- Accurate and timely ROI information on referrals and enrollments

Services

Telephone Services

Inbound

- Patient registries
- Physician registries
- Patient recruitment
- Physician recruitment
- Drug information lines
- Crisis information lines

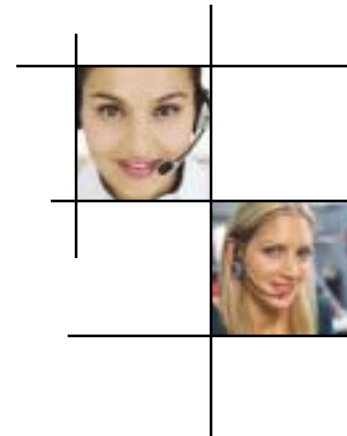
Outbound

- Appointment scheduling
- Appointment reminder calls
- Follow-up interviews
- Registry follow-up
- Database cleaning
- Enrollment verification
- Regulatory document verification

Project Management

- Protocol review
- Project planning and assessment
- Facilitation of project meetings
- Daily sponsor contact
- Data analysis
- Meetings with investigators
- Project closeout





Regulatory Services

- IRB Submission
- Regulatory document collection, creation, tracking
- Process training
- Document storage

Specialty Services

- Therapeutic Targeting—Focused targeting on the patient's therapeutic condition
- Geographic Targeting—Focused targeting on the patient's geographic location

Your Project Team

Regardless of the size of your project, P&K Healthcare Clinical Call Centers will assemble a team to take your project from implementation to closeout. The typical project team consists of:

- Project Manager
- Customer Service Representatives
- Data Manager
- Trainer
- Team Leaders

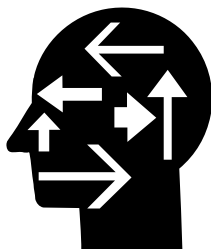
Depending on the needs of your project, we also provide:

- Computer assisted telephone interviews
- Direct mail
- Investigator recruitment
- Expanded access programs
- Patient retention
- Fulfillment
- Site support

Partnering with P&K

Each day your project is delayed costs you precious time, money and valuable resources. If your company is looking for new ways to collaborate more closely with customers, physicians and the healthcare market, P&K Healthcare Clinical Call Centers can make the difference between your product merely surviving or truly thriving.

For more information on Peryam & Kroll Healthcare Clinical Call Centers, please call 1-800-642-3109.



Peryam & Kroll

6323 N. Avondale Avenue • Chicago, IL 60631

1-800-642-3109

www.pk-research.com/healthcare/cro.htm





The P&K Difference

Peryam & Kroll Healthcare Call Centers are dedicated to drug development for the healthcare industry. We offer quick study startup, flexible contracts, clear project milestones and results-oriented project teams.

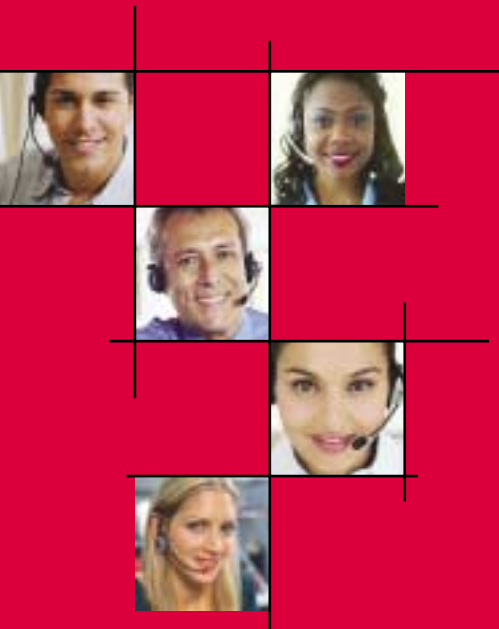
At P&K, our healthcare research experts help you create customized solutions focused on your specific goals.

Turn our focus to your advantage with these expertise and resources:

- P&K Healthcare Research is experienced in product development, product registration and patient recruitment
- P&K possesses a database of more than 600,000 consumers
- P&K Call Centers with 100+ stations

Affordability

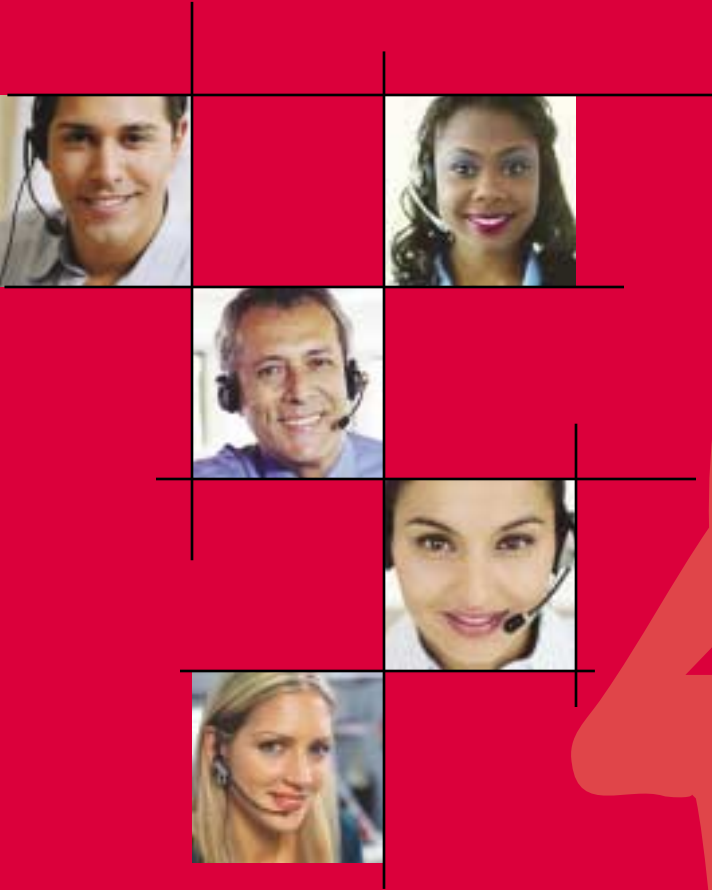
- Flexible contracts
- Cost model bill rates that are easily defined and uncomplicated



Peryam & Kroll
6323 N. Avondale Avenue
Chicago, IL 60631

1-800-642-3109

www.pk-research.com/healthcare/cro.htm



**The Clinical
Call Centers of
Peryam & Kroll
Healthcare Research**