

Every hour there are more than

300,000

online health searches.

150 million U.S. adults searched online for health-related information in 2008.

## Reach these potential volunteers with CenterWatch's *Clinical Trials Listing Service*<sup>™</sup>.

The screenshot shows the CenterWatch website interface. At the top, there is a navigation bar with links for Home, Advertise, Press, Contact, FAQ, and a search bar. Below the navigation bar is the CenterWatch logo and a tagline: "The global source for clinical trials information: offering news, analysis, study grants, career opportunities, and trial listings to professionals and patients." The main content area is divided into several sections: "Resources for Patients and Families" with links like "Find Clinical Trials" and "Receive Emails About New Clinical Trials"; "Resources for Industry Professionals" with links like "Get Industry News and Market Data" and "Search for CROs, Sites, and Vendors"; "What's New at CenterWatch" featuring news items like "The CenterWatch Monthly: Euro Sites Rate 13, PPD, Kendle, Covance Top CROs"; "DIA Annual Meeting" information; "Profile Pages" for showcasing research expertise; "JobWatch" for posting clinical research jobs; and "Industry News Publications" with a "Request a Free Issue" button. The footer of the screenshot includes a promotional message: "CenterWatch is your source for clinical trials information. This month, CenterWatch anticipates listing more than 12,000 active clinical trials seeking study volunteers, and receiving more than 115,000 unique visitors to its clinical trial, research center and career opportunity listings online. The June issue of the The CenterWatch Monthly newsletter features widely anticipated results and analysis of the 2010 Survey of Investigative Sites in Europe."

**Response:** 75% of people who respond to CenterWatch trial listings want to participate

**Visibility:** CenterWatch distributes studies to more than 80 web sites at no additional cost

**Access:** CenterWatch consistently ranks in the top three in online clinical trial searches

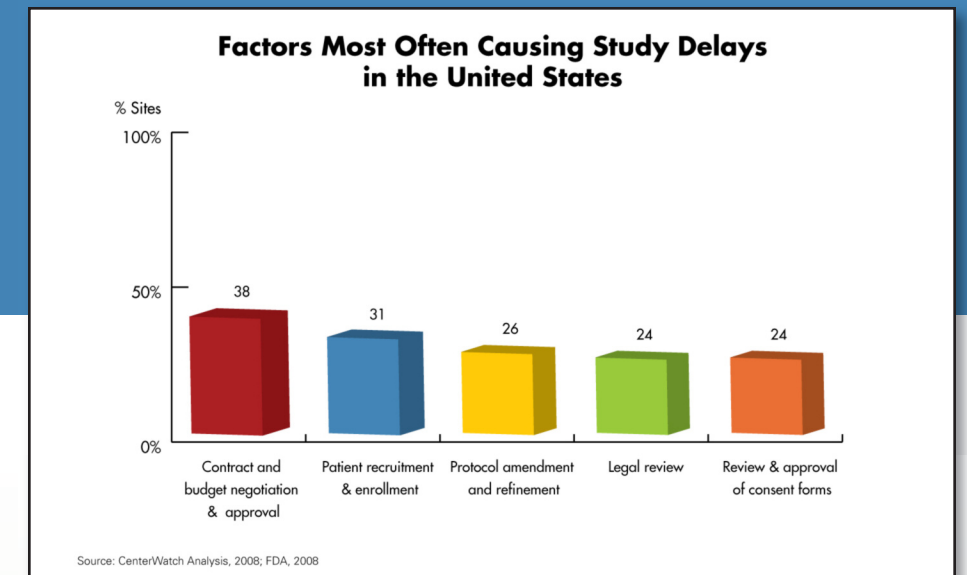
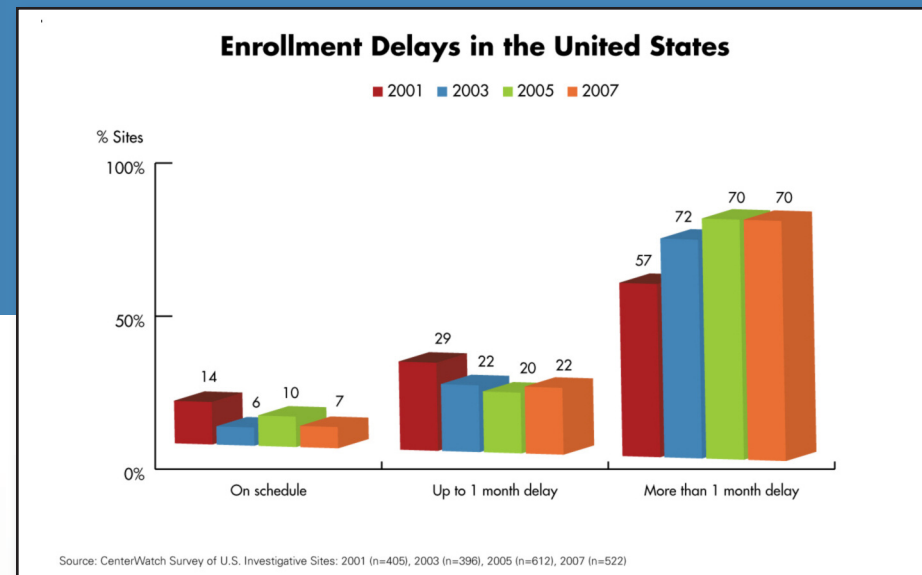
**For more information or to schedule an onsite meeting contact:**  
(617) 948-5100, sales@centerwatch.com

# 90% of Clinical Trials Miss Deadlines.

## Can your company afford the delay?

Slow patient enrollment is a leading cause of delays—costing sponsors thousands of dollars each day.

With CenterWatch's *Clinical Trials Listing Service™*, you can target your message online and reach more patients for less than the cost of a print ad.



## Why use the *Clinical Trials Listing Service™* on CenterWatch.com?

**Because that's where patients visit.**

*Internet health searches are growing at three times the rate of other Internet searches and online health seekers regularly research clinical trials-related information.*

- CenterWatch was the first non-government site developed to help patients find clinical trials
- 66% of health seekers begin their search through a search engine—CenterWatch consistently ranks in the top three in search engine results for clinical trials
- In 2008, more than 150 million American adults searched online for health information—hundreds of thousands of Internet health seekers visit [www.centerwatch.com](http://www.centerwatch.com) every month
- 75% of CenterWatch clinical trial survey respondents want to participate in a trial—CenterWatch has access to 50 million opt-in subscribers interested in receiving disease-specific, study notification messages

## Why CenterWatch?

**Because CenterWatch has the capabilities to support your recruitment needs.**

- Listings in all diseases and study phases, including medical devices
- Global coverage and national languages
- E-mail messaging service to millions of opted-in clinical trial seekers
- Hyper-linking capabilities to web pages and screening forms
- Content distribution to more than 80 web sites
- URLs for media campaigns
- Same-day activation
- Web traffic and response-rate reports

With more than 90% of clinical trials missing deadlines due to patient recruitment issues, it's no wonder that **more than 2,500 companies** have used *CenterWatch's Clinical Trials Listing Service™*. **Shouldn't your company be one of them?**

# FAQ

## Clinical Trial Listing Service Frequently Asked Questions

### 1 Do clinical trial listings need to be IRB approved?

**No.** Clinical trial listings must either follow the FDA Information Sheet 29 guidelines, ([www.fda.gov/oc/ohrt/irbs/toc4.html#recruiting](http://www.fda.gov/oc/ohrt/irbs/toc4.html#recruiting)), or be IRB approved. When content is submitted to CenterWatch, a copy of the IRB approval or a note indicating that the content follows the FDA guidelines must be provided.

### 2 How long does it take to post a study?

Studies are active within three business days of receipt.

### 3 How do I update my listings?

Simply e-mail your updates to CenterWatch and we will make them within one business day.

### 4 How do I submit studies to CenterWatch?

**CenterWatch offers three options:**

- a. Study information form: An electronic form that you complete and e-mail
- b. Online template: A program that enables you to submit and manage your trial listings via a customized Web template
- c. Data feed: An automatic data feed of your postings and updates

### 5 Does CenterWatch list international trials?

**Yes.** CenterWatch is a source of listings from around the world. Studies may be posted in any letter-based language.

### 6 Does CenterWatch provide traffic reports?

**Yes.** Clients have access to online traffic reports that provide page views for each study site and protocol posted on CenterWatch.

Response rate reports are provided when client listings include an e-mail address for viewers to follow up with the study site.

### 7. How does CenterWatch generate traffic to the trial postings?

- a. Through ranking in the top three in search engine searches
- b. Through listing clinical trials on portals such as Discovery Health (<http://health.discovery.com/jump/centerwatch/centerwatch.html>) and WebMD ([www.webmd.com/ovarian-cancer/guide/ovarian-cancer-clinical-trials](http://www.webmd.com/ovarian-cancer/guide/ovarian-cancer-clinical-trials))
- c. Through the presence of our resource centers that appear on more than 80 disease-specific web sites (example: [www.centerwatch.com/ctrc/MSFocus/](http://www.centerwatch.com/ctrc/MSFocus/))
- d. Through our notification services, which notify patients when trials are listed in disease areas of interest to them

### 8. How much does it cost to post studies on CenterWatch?

CenterWatch offers several service programs to meet client needs.

**The following plans are available:**

- a. Monthly agreement: best suited for short-term, smaller projects; monthly fee is \$60 month per study site
- b. Protocol-specific agreements: best plan for medium to large single protocol listing, service term and fee varies according to size of project; generates cost savings compared to monthly invoice plan
- c. Therapeutic-area agreements: best use for listing several protocols in a specific disease area, unlimited postings of current and new studies during service term, significant cost savings compared to monthly invoice plan
- d. Comprehensive agreements: ideal program for clients with studies across multiple disease areas, unlimited postings of current and new studies during service term, optimizes cost savings for all study groups