

RECRUITMENT STRATEGIES

CCRC Recruitment Tools include:

- CCRC Research Database – approximately 23,000 active volunteers, which may be queried by medical diagnosis, age, gender, BMI, location, etc.. CCRC currently used Clinasyst; managed by our Database Manager.
- Professional Referrals: Clinical Research Site + Community Private Practices - working with CCRC gives Sponsors/CROs the best of both worlds. As a dedicated research site we are clinical specialists with a large database plus our local sub-investigators have their own private practices in which they may refer potential research volunteers. ****Note CCRC does not reimburse physicians for referrals**
- RESEARCH MATTERS newsletter – this bi-monthly newsletter is sent to our entire volunteer database and other Lowcountry citizens. You are welcome to check out our most recent release by clicking here.
- Volunteer Referrals – CCRC encourages “word of mouth” referrals from our existing volunteers. If volunteers bring a family member or friend with them it can enhance the entire experience.
- Health Screenings / Health Fairs – CCRC will offer annual no cost health screening to any Lowcountry resident to check their cholesterol, blood pressure, and glucose levels.
- Doctor to Patient Letters
- Email Blasts
- Telephone Blasts
- Text Blasts
- Volunteer T-Shirt – every person who qualifies for a CCRC clinical study receives a “Volunteer T-Shirt”. Read our Patient Testimonials.
- CCRC Outreach efforts include local non-profit community centers, churches, support groups and businesses.
- Disease Information - CCRC provides and refers to relevant, reputable disease information that educates and informs our Volunteers, family members and the Lowcountry Community at large.
- Multi-media expertise. CCRC works with Advertising Service Agency (ASA) to identify the most effective media venues to use given the specific target audience and recruitment budget available. We have used various media strategies including, but not limited to:
 1. Print media – in main metro newspaper and also in more focused publications
 2. Radio media
 3. TV media
 4. TV / Text campaigns
 5. Direct Mail
 6. Mobile WAP applications
 7. Internet Advertising including CenterWatch, Website Banners, Facebook page and advertising
 8. Web Optimization
 9. Flyers and Posters
 10. Billboards
- CCRC has worked with numerous Centralized Advertising Vendors including: Acurian, Healthcare Communications Group (HCG), MMG, Praxis, Iris, BBK Healthcare, Bluechip, XFactor, ClinEdge and EPatient Enrolls.

Click on our list of clinical studies, in which we have experience. For several of these indications, CCRC considers ourselves to be “experts” in the field and highly efficient. These “Expert” areas include:

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|-------------------------------------|---------------------|
| - Obesity | - Vaccines |
| - Obesity with co-morbid conditions | - ADHD |
| - Flu Vaccines | - Depression |
| - Biodefense Vaccines | - Anxiety Disorders |
| - Contraceptives | - Hypogonadism |
| - GERD | - Hot Flashes |
| - Erosive Esophagitis | |
| - Heartburn | |
| - Migraines | |
| - Onychomycosis (Toenail Fungus) | |
| - Cold Sores (Herpes Labialis) | |
| - Migraines | |
| - Smoking Cessation | |
| - Dyslipidemia | |
| - Hyperlipidemia | |
| - Osteoarthritis | |
| - Hypertension with ABPM | |
| - Diabetes type II | |

If you have any questions about the information provided or would like more details about a potential clinical study opportunity with Coastal Carolina Research Center please contact:

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