

Be the Site of Choice

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Everybody Wants Sites to Succeed It's Time to Make It Happen

Jonathan Zung, Ph.D.
Executive Vice President, Site Division - WCG

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Meeting Objectives

- Have candid discussions around how to make sites more attractive to sponsors for the conduct of clinical research
- Share insights on how high performing sites do it
- Understand current barriers and align on steps to address
- Identify common best practices and templates that could be standardized to simplify how site and sponsors/CROs work together

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Agenda

7:45 am	Registration, Breakfast and Networking	
8:45 am	Everybody Wants Sites to Succeed – It's Time to Make It Happen	Jonathan Zung, Ph.D.
9:00 am	What Sponsors Want from Sites Insights from clinical operations executives	Jennifer Sheller and Diane Hoffman
9:45 am	What Sites Need from Sponsors to be a Top Enroller Insights from an independent site, a community health system and an academic medical center	Mark Ragusa and Mario Carranza
10:30 am	Networking Break	
11:00 am	How We Do It, a Panel Discussion Secrets from high-performing sites (Moderated by Norman Goldfarb)	Christina Brennan, MD Steve Clemons, Scott Whitt, and Erika Siegrist
12:00 pm	Lunch	
12:45 pm	Attitude Adjustment Accelerating for success instead of braking for failure	David Wynes, Ph.D.
1:15 pm	Does Your Site Measure Up? The numbers tell the story	Diane Carozza and Patricia Black
2:00 pm	Networking Break	
2:30 pm	Driving High Performance Shortening study start-up and optimizing revenue generation – it's part of a high performing site	Jill Shilbauer
3:00 pm	What is "Fair Market Value"? The most misunderstood concept in clinical research	Norman Goldfarb
3:30 pm	Insights for Sites: A Patient's Perspective Mapping out the patient decision journey	Rob Weker
4:00 pm	Closing Remarks: Call to Action	Jonathan Zung, Ph.D.
4:15 pm	Conclude	

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Questions?

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