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## Rethinking Patient Engagement in Clinical Trials: Be Part of the Solution

Wednesday, September 12, 2018  
Fairmont San Francisco, 950 Mason Street, San Francisco, CA 94108  
Breakfast: 7:30 a.m., Roundtable Discussion: 8:00-9:30 a.m.

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WCG cordially invites you to join us and our panelists for a complementary Executive Breakfast Roundtable on Thursday, September 12, as we discuss:

- How do we identify and engage the best fit Sites?
- How can Sites best position themselves to Sponsors?
- How do we overcome obstacles in patient enrollment?
- How can tapping into online patient communities open doors to more effective study execution?
- How do I partner with patient advocacy groups?

With these questions in mind, we'll make the argument that clinical trials can only succeed through a fine-tuned collaboration of sponsors, sites and patients. And as trials become more complex, an already weak ecosystem is being stressed – negatively impacting the ability for sponsors and sites to achieve study objectives.

Participate to exchange ideas, network and co-create a more connected ecosystem to advance clinical trials, together. In this session, our speakers will discuss how we can collectively advance the core enablers of a more effective ecosystem to plan, run and close trials more effectively and with greater chances of success.

Key takeaways from the meeting will be:

- **Shared Insight** – collectively managing our success through clear measurements
- **Active Communities** – engaging as peers or patients to advance best practices and resources
- **Innovative Solutions** – embracing new solutions to problems that have taxed the industry

### Roundtable Panelists:

- **Alison Lakin**, Associate Vice Chancellor for Regulatory Compliance and Research Integrity Officer, *University of Colorado*
- **Jill Johnston**, President, Site Activation, WCG Clinical Services
- **Danya Kaye**, Director, R&D and Innovation, Inspire

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