



More than 20 Years on the Frontlines of Healthcare Communications

PhoneScreen, a call center leader in the healthcare industry, provides comprehensive patient recruitment, retention, and compliance services to clinical trial sponsors. Through its strategic approach, client-focused solutions, and commitment to quality, PhoneScreen pre-screens patients of all ages and backgrounds to support Phase I through IV research studies in more than 50 different disease states. PhoneScreen achieves maximum results for clients by going “beyond the call.”

Experience

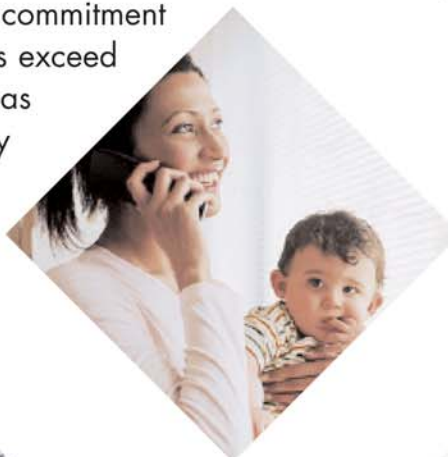
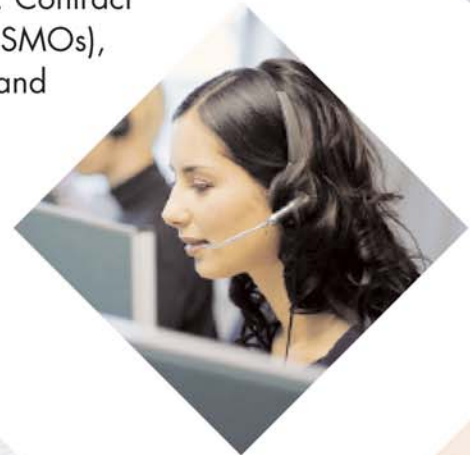
PhoneScreen developed out of American Mediconnect, a telephone answering service that was established in 1985 to support physicians and other healthcare providers. Both companies are highly sensitive to patient concerns, handle millions of calls annually, and often work in tandem to service all facets of the healthcare communications marketplace.

Credibility

Pharmaceutical, biotechnology, and medical device companies refer to PhoneScreen as fast, efficient, cost-effective, and knowledgeable. Contract research organizations (CROs), site management organizations (SMOs), academic medical centers, research sites, advertising agencies, and public relations firms also benefit from successful collaborations with PhoneScreen.

Perspective

By combining more than 20 years on the frontlines of healthcare communications with a strong commitment to innovation, PhoneScreen’s contributions exceed expectations. This long-term perspective has equipped PhoneScreen with the necessary skills – tenets for success – to help guide and inform clinical research decision-makers in the process of reviewing and selecting customized call center services.





Converging Technologies

Powerful service options

In today's integrated data center, live operators, Web sites, and Interactive Voice Response Systems (IVRS) are converging into a robust technological capability that can improve patient recruitment results in clinical trials.

Technology and the human touch

The combination of Web-based and live operator screening can have a positive impact on study results and recruitment costs. Data from both sources are fed into a unified database and made available in real time.

Cost-effective and efficient

IVRS is a cost-effective and efficient screening option. Potential patients receive introductory study information, respond to basic questions, and then transfer (with their data) to live operators to complete screening.

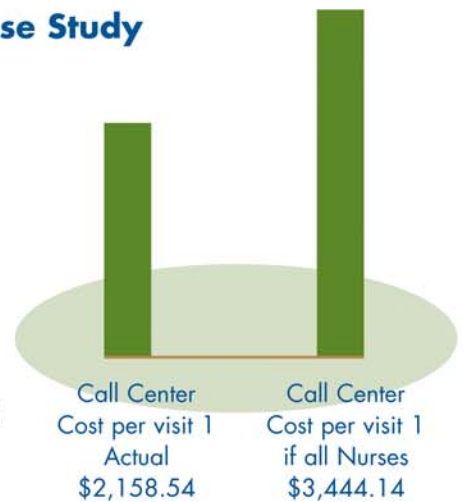


IVRS Impacts Call Center Costs – A Case Study

Call Centers save 37% over nurse operators doing entire screening.



- Phase III double blind randomized study of compounds for patients with treatment resistant and recurrent major depression.
- During first five minutes of call, patients answered IVRS questionnaire and then transferred to nurse operator – with all data collected – to complete screening.
- Data from all sources resided on unified database.





Skilled Professionals

Competent project oversight

Experienced project managers are vital to managing patient recruitment, retention, and compliance services. They are involved in all aspects of process oversight and client communications.



Training and quality control

The quality of patient referrals depends, in large part, on the quality of the caller screening guide and the skills of call center operators. Detailed disease information and study-specific training are critical to the success of both.



Customized screening solutions

Skilled nurse-operators are necessary for research studies that require more extensive medical screening. The combination of IVRS and nurse associates can provide a practical alternative when considering this level of service.

Tracking and Reporting

Real time data monitoring

Automated referral tracking makes it easy for research sites to update visit information without completing additional forms or collecting repetitive data. With this tool, site progress can be monitored in real time.

Ongoing analysis and improvements

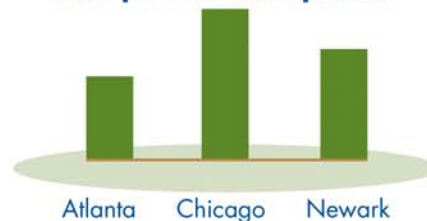
A careful examination of the reasons for caller disqualification can help maximize any patient recruitment budget. Online reporting makes it possible to spot trends and modify strategies in the early stages of a study.

Disqualification reasons



With PhoneScreen's customizable database, all types of analysis are possible such as call volumes vs. unit costs, individual site enrollment tracking, reasons for disqualification and many more.

Cost per enrolled patient





An AMAC Company: NASDAQ: AMAC

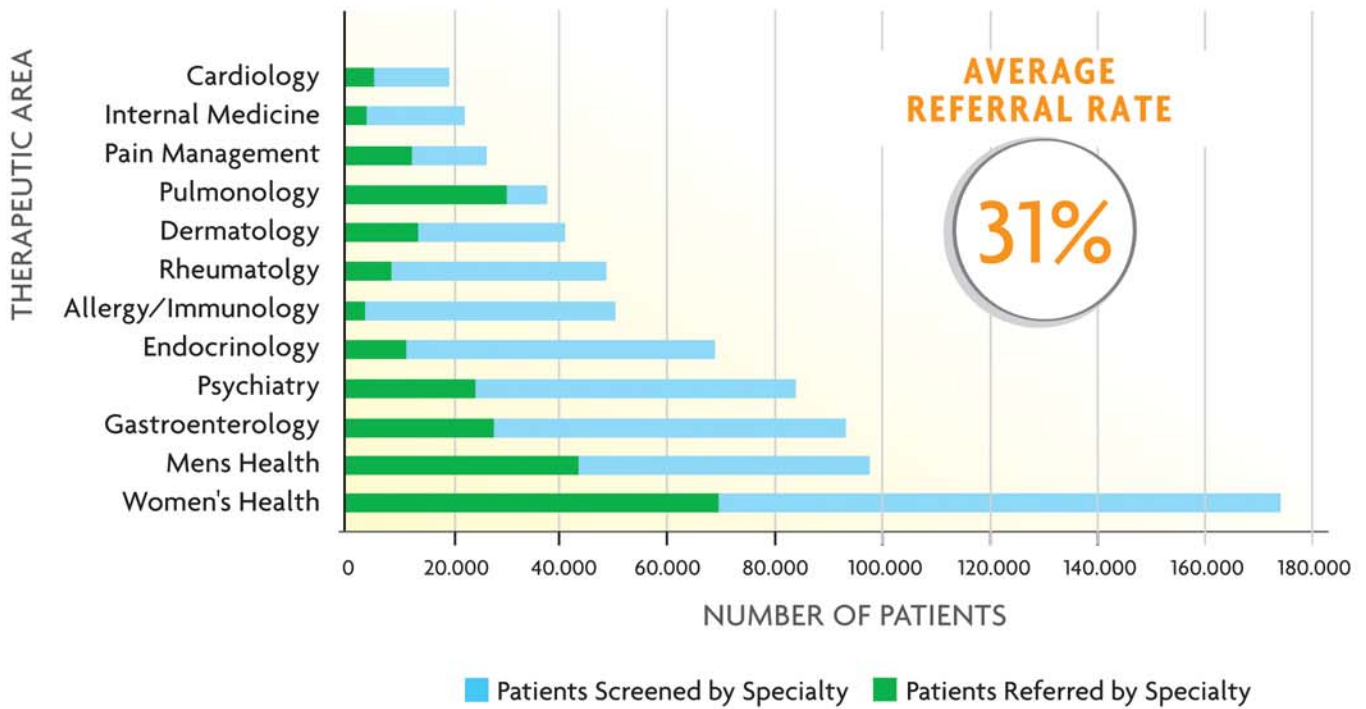
PhoneScreen : Tenets for Success

Company Resources and Results



As part of the American Medical Alert Corporation (NASDAQ: AMAC), an organization dedicated to providing integrated, state-of-the-art health care services and products, PhoneScreen has expanded resources and eight highly efficient call centers in seven states.

PhoneScreen has successfully screened and referred hundreds of thousands of patients to clinical research sites. The following graph highlights PhoneScreen's experience in 12 major therapeutic areas.



PhoneScreen provides the highest quality call center and support services for the acceleration of time to market for emerging therapies.

Customized Consultation

PhoneScreen is prepared to devise a customized program to help you reach your patient recruitment, retention, and compliance goals.

If you would like more detailed information about any of our services, please call us at 773.278.1567 or send an email to phonescreen@researchsite.net.