

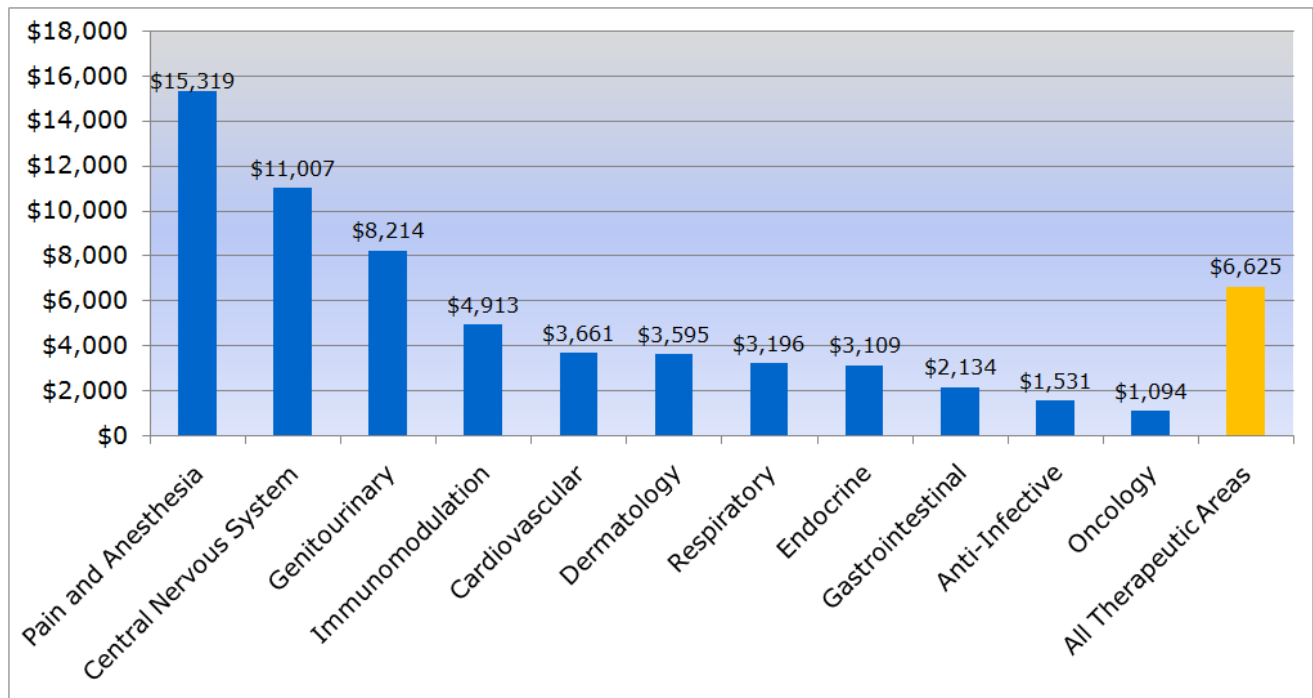
Spotlight on Research Fees: Site Fees for Subject Recruitment Advertising by Therapeutic Area

By Rafael A Campo

The amount study sponsors pay to sites for advertising in support of subject recruitment varies widely by therapeutic area. In the time period from 2004 to 2007, sponsors paid sites an average of \$6,625 per study for recruitment advertising. Sites participating in CNS and Pain & Anesthesia studies had the highest payments: 66% and 131% above the average for all therapeutic areas. Sites participating in Oncology studies received much less than in any other therapeutic area.

Site Fees for Subject Recruiting Advertising by Therapeutic Area

(Per Site, United States, Selected Therapeutic Areas, Phases II-III, Industry-Sponsored Pharmaceutical and Biotechnology Studies, 2004-2007)¹



Notes & References

1. Source: Medidata Grants Manager™, the PICAS® database

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