JOURNAL OF CLINICAL RESEARCH BEST PRACTICES

Vol. 9, No. 5, May 2013 "Happy Trials to You"

What Am I Missing Here?

Thought-Provoking Questions for the Clinical Research Industry

By Norman M. Goldfarb

182. Let's get serious

I think we can all agree that clinical research could be conducted in a more sensible manner. These columns have identified almost 200 opportunities to consider. Countless authors and speakers have addressed the topic. Nevertheless, here we are. It's time to get serious. If, say, three of the top five pharmaceutical companies, three of the top five research institutions, and three of the top five CROs said, "From now on we're going to do X this way" (without violating any laws or regulations), we would have a new de facto standard. Imagine if we could just fix one thing a month, once and for all. How hard would that be? What am I missing here?

Do you know a better way? Is something getting under your skin? Please send your ideas for future columns to ngoldfarb@firstclinical.com.

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