

What Am I Missing Here?

Thought-Provoking Questions for the Clinical Research Industry

By Norman M. Goldfarb

188. Can you hear me now?

If you ask study sponsors what they want, they're likely to say, "enrollment, of course, but high-quality data and regulatory compliance are essential." If you ask a site what study sponsors want, they're likely to say, "enrollment...enrollment...enrollment." There's often a disconnect, probably because what sites *hear* is: "We can live with messy paperwork, but if you don't enroll, you're no use to us." Is this the message sponsors really to be sending? Actions speak louder than words, so if sponsors really care about quality and compliance, they need to adjust their carrots and sticks. 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.

Author

Norman M. Goldfarb is Managing Director of First Clinical Research LLC, a provider of clinical research best practices information services. Contact him at 1.650.465.0119 or ngoldfarb@firstclinical.com.