

Finding Solutions: For Sites, By Sites, During COVID-19



Jessica Anderson, CCRP, Clinical Research Site Manager, **North Texas Clinical Trials**: Back to Basics: Distilling site operations to the critical elements necessary to safely serve protocols and patients.



Shishuka Malhotra, M.D., Chief Executive Officer, **Neuro-Behavioral Research**: The Human Element: Rediscovering the positive impact and value of sites for the patients.



Zach Mitchell, Director of Business Operations, **iResearch Atlanta**: Community Outreach: Looking at ways to connect with advocacy organizations, using mobile teams and solidifying research sites as a part of the local healthcare ecosystem.



Woody Woodaman, Co-Founder and Chief Executive Officer, **Synergy San Diego**: Communicating with Partners: Exploring recommendations and guidelines to facilitate robust communication between sites, CRO's, and sponsors.

Stay Safe and Stay Well.



Wednesday, May 13, 2020

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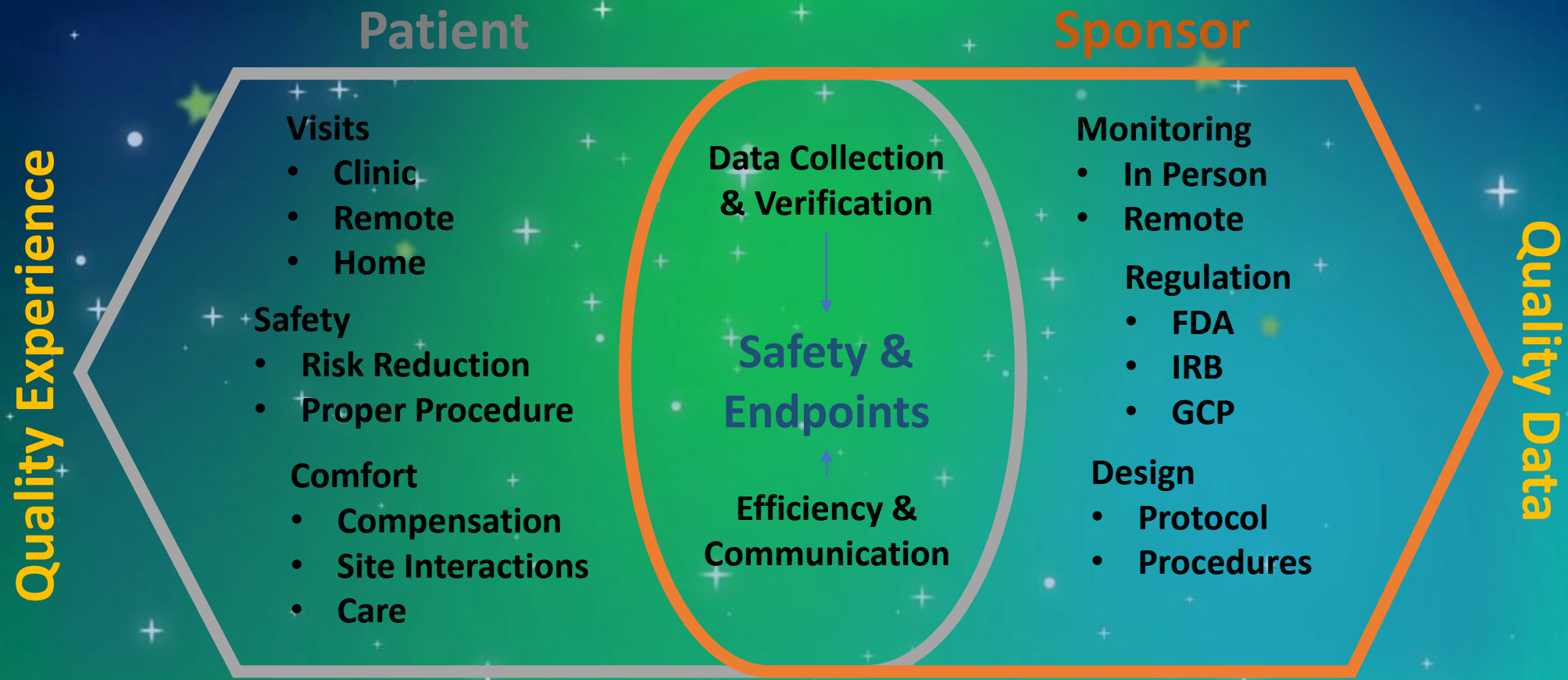


Jessica Anderson, CCRP
Clinical Research Site Manager
North Texas Clinical Trials

Back to Basics: Distilling site operations to the critical elements necessary to safely serve protocols and patients.

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Back-to-Basics: Distilling site operations to the critical elements necessary to safely serve protocols and patients



Preparation

SOP's
Study Specific
Procedures
Source



Interaction

Compassionate
Efficient
Professional



Documentation

Attributable
Legible
Contemporaneous
Original
Accurate
Complete
Consistent

Special Thanks to:
Aiden Smith
Dr. Brian Maynard



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Shishuka Malhotra, M.D.
Chief Executive Officer
Neuro-Behavioral Research

The Human Element: Rediscovering the positive impact and value of sites for the patients.

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The Human Element: Rediscovering the positive impact and value of sites for the patients.

- ✓ Being a part of the healthcare ecosystem in the communities you serve by giving back to patients and communities
- ✓ Sharing resources and expertise
- ✓ Unforeseen positive opportunities for sites

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Zach Mitchell

Director of Business Operations
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Community Outreach

Build Relationships with Local Advocacy Organizations

- ✓ NAMI Affiliates
- ✓ Mental Health America
- ✓ Local Mental Health Providers

Be a Resource to the Community

- ✓ Host educational, virtual meetings
- ✓ Newsletters
- ✓ Q&A with medical staff

Outreach

- ✓ Mobile teams
- ✓ Support patients (medication maintenance, referrals, etc).

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Woody Woodaman

Co-Founder and Chief Executive Officer
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- ✓ People don't do business with companies...people do business with people.
- ✓ Your greatest asset is YOU.
- ✓ The customer ISN'T always right ...BUT THEY ARE ALWAYS YOUR CUSTOMER.
- ✓ The hard you work, the luckier you get.
- ✓ Be in the right place at the right time.
- ✓ Always take it personally in business.
- ✓ WHEN YOU SCREW UP...OWN IT

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Thank you!

www.TheSTARR.org



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