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## New Alliance Explodes onto Clinical Research Industry

*A network of impressive sites aggressively addressing industry issues*

**Charleston, SC May 14, 2014:** Medical Research Alliance, a newly formed network of highly respected clinical research sites, is official. This alliance of 28 research sites in 15 states started off as no more than an informal place for research sites to share ideas, struggles, and contacts in the industry. As the network grew and gained traction, President and Founder Reg Blynn realized they could easily mitigate one of the biggest risks in the Clinical Research Industry: Site Selection.

“One of the stats I continually hear in the industry is that 35% of all sites selected in studies don't enroll a single patient at a cost of around \$30,000 per site to Sponsors” says Blynn. “I have found that experienced and seasoned research sites do not fall into that category. Most sites that have 10 or more years of experience in research know what studies they excel in, know which ones will be a struggle, and know which ones they need to avoid. Unfortunately, a lot of these experienced sites are not standing out in the feasibility and site selection process. As a result, Sponsors and CROs continue to waste money on underperforming sites. The solution was simple: Medical Research Alliance.”

After seeing this need, Blynn decided to have Medical Research Alliance take a different and formal direction. “I was looking at our roster of sites one day and realized something incredible. All of our sites had over 10 years of experience, on average they had completed over 180 studies, they all had solidified their sweet spots and they all had been through numerous successful audits. We essentially had a group of sites right in front of us that consistently reached or exceeded contract without compromising data quality or patient safety.”

Medical Research Alliance officially launched in January of this year and consists of 14 research entities with 28 locations nationwide. The Medical Research Alliance website launched in May and Blynn has already secured preferred partnership relationships with many of the largest Sponsors and CROs in the world.

Through the extensive use of CRM technology and Blynn's expertise in tracking metrics, Medical Research Alliance is able to offer CROs and Sponsors real time access to site metrics, experience, and performance data. In addition, Medical Research Alliance is able to expedite all processes from CDA to Feasibility all the way through Contract, Budget and SOPs. According to Blynn, “This is just the beginning. We already have the capability of streamlining so many more processes. We will continue to reach out to all the major

Sponsors and CROs with our solutions and we are excited to learn how we can adapt to better suit their needs. In addition to better serving our customers' needs Medical Research Alliance is exploring ways to further strengthen its member sites through creating preferred pricing models on everything from software and technology, to recruiting services and even pens, paper and insurance."

The numbers are impressive: Medical Research Alliance has over 200 Investigators, over 3,500 completed trials in over 170 therapeutic areas and 18 specialties. Within Medical Research Alliance, there are 8 nationally known Key Opinion Leaders and some of the most prominent sites in the US. The bottom line is simple: Medical Research Alliance is working to eliminate the risk in Site Selection. Medical Research Alliance attended MAGI – East and will be attending DIA and Site Solutions Summit later this year. To learn more about Medical Research Alliance visit us on the web at [www.medicalresearchalliance.com](http://www.medicalresearchalliance.com) or contact Reg Blynn at [rblynn@medicalresearchalliance.com](mailto:rblynn@medicalresearchalliance.com).