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Kathleen Drennan, Senior Vice President and Managing Director of Iris Global Clinical Trial Solutions will present at GTCbio's Global Clinical Trial Operations conference on September 25-26, 2008 in San Diego, CA

Kathleen Drennan from Iris Global Clinical Trial Solutions will give a presentation entitled "Clinical Trials In Kids; A Special Population Requiring A Unique Approach" at GTCbio's Global Clinical Trial Operations Conference on Sept 25-26 in San Diego

/24-7PressRelease/ - MONROVIA, CA, June 20, 2008 - Kathleen Drennan, Senior Vice President and Managing Director of Iris Global Clinical Trial Solutions will be speaking at GTCbio's Global Clinical Trial Operations conference on September 25-26, 2008 in San Diego, CA. Ms. Drennan will give a presentation entitled "Clinical Trials In Kids; A Special Population Requiring A Unique Approach."

Most trials fail due to a lack of a strategic plan with tactics customized to the study population's profile and the study investigator/site needs. Pediatric case studies demonstrate that a sound plan integrating a number of different factors to significantly increase the probability of study success. One of the primary drivers of a strategic pediatric trial plan is market research. Quantitative research applied to the larger target population can yield valuable data about the prevalence and geography of a particular disease and population along with gender, and ethnicity. Understanding what would motivate a parent to consider a child's participation in a clinical trial is key to a successful trial. Qualitative market research in the form of parent focus groups are one of the primary drivers of the strategy and tactics needed to motivate parents into considering a clinical trial for their child. Dr. Drennan's presentation will present a real-life pediatric case study demonstrating key factors as to how a clinical trial should be designed and executed successfully.

The Global Clinical Trial Operations conference brings together leaders, directors, vice presidents, heads, managers, supervisors, and CROs from all over the world to collaborate and discuss the latest developments in clinical trial operations and logistics and covers clinical trials in emerging markets, first-in-man clinical trials, pediatric clinical trials, material storage, distribution, site selection, patient recruitment and retention, technology in clinical trials and case studies of running global clinical trials.

For more information including a detailed agenda, exhibitor opportunities and registration information visit <http://gtcbio.com/conferenceDetails.aspx?id=127>.

ABOUT GTCbio

GTCbio organizes conferences specifically for the biomedical and biopharmaceutical industries. Our goal is to facilitate the exchange of biopharmaceutical and biomedical intelligence between industry leaders, academic and government organizations, and the financial community.

GTCbio is a subsidiary of Global Technology Community, LLC, a privately held company founded in 2002.

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