



**FOR IMMEDIATE RELEASE**

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**Firecrest: Definitively Boosts Investigator Site Performance  
*Make a Date with the Game-Changers***

**(Limerick, Ireland; June 14, 2011)** – [Firecrest](#), the game-changer and innovator of e-technology that definitively boosts investigator site performance, is pleased to announce its attendance at the [2011 Drug Information Association Annual Meeting](#), which takes place in Chicago, Illinois, June 19-23, 2011.

Brendan M. Buckley, M.D., Ph.D., Clinical Professor of Medicine and Pharmacology at the National University of Ireland, will present during the DIA session, "Optimizing Site Performance: Select High-Performing Sites and Diagnose/Repair Poor or Less-Experienced Sites," which takes place Tuesday, June 21, from 10:00-11:30 a.m. in room W176abc, at McCormick Place.

During his lecture, Dr. Buckley will address the problem of trial-damaging protocol deviations, answering the question, "Can We Help Investigator Site Staff to Get It Right More Often?" Dr. Buckley, Senior Vice President, Medical Affairs at Firecrest will also be present at Firecrest's booth.

Firecrest revolutionizes conventional clinical trial methodologies. Its site performance management systems help investigators effectively run complex trials by specifically improving compliance, consistency, and quality of execution of all study-related procedures and activities conducted by investigator site staff and monitoring teams.

Firecrest ignites clinical site performance, resulting in:

- 7-10% reduction in overall trial costs
- 30-40% reduction in protocol deviations
- 10-12% increase in patient recruitment
- 40-50% reduction in data queries

-more-

Firecrest is changing the future of site performance at booth #501. Stop by to view a demonstration of how this revolutionary model makes current clinical trial management systems obsolete. Demonstration times are as follows:

- June 20  
10:10 a.m., 12:10 p.m., 1:10 p.m., 3:10 p.m. & 5:30 p.m.
- June 21 and June 22  
9:40 a.m., 11:40 a.m., 12:30 p.m., 1:10 p.m. & 3:10 p.m.

***About Firecrest***

Firecrest definitively improves clinical site performance through e-clinical technology solutions that provide investigator training and study management tools. Reducing trial costs and protocol deviation, Firecrest is proven to enhance compliance, consistency, and the quality of execution for all study-related procedures and activities. Firecrest works to increase patient recruitment by 10-12 percent and produces much cleaner data with a 40-50 percent reduction in data queries. For more information about Firecrest's game-changing technology, visit [www.firecrestclinical.com](http://www.firecrestclinical.com) and follow Firecrest on [Twitter](#) and [YouTube](#).

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