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Firecrest's Brendan Buckley on PharmaVOICE Top 100 List

(Limerick, Ireland; August 3, 2010) – [Firecrest](#), an e-technology solutions provider that definitively enhances investigator site performance, is pleased to announce that Brendan Buckley, MD, Firecrest founder and director of medical affairs, has been recognized by [PharmaVOICE](#) magazine as one of the 100 most inspiring people in the life sciences industry by the readers of the publication.

Dr. Buckley's recognition is based on how well he inspires and motivates those around him, his influence as a corporate leader, and his positive impact on the drug development industry. In addition, it was based on his ability to view industry trends as challenges, not burdens, as opportunities, not obstacles; his passion and conviction; and his ability to develop breakthrough strategies, products, and services for pioneering new paths and lifting companies to new heights; and as someone who has taken the time to mentor the next generation of industry leaders.

"I am honored to be chosen for the PharmaVOICE 100 list this year," stated Dr. Buckley. "This recognition is also attributed to the unique business model of Firecrest and our strategic focus utilizing our innovative e-technology solutions software. I am surrounded by extremely dedicated and talented associates who always strive to think outside the box and pioneer new paths for our company and clients."

The PharmaVOICE 100 will be showcased in the [July/August issue](#) of PharmaVOICE.

Firecrest, established in 2001, is the innovator in site performance management systems that solve the many challenges facing clinical trial management and poor site performance. Firecrest's products and services help investigators 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.

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About Firecrest

Firecrest definitively improves clinical site performance through e-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 and follow Firecrest on [Twitter](#).

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