

## **Lori Bainbridge of JB Ashtin is Panelist at Global Clinical Outsourcing Summit**

Thursday, December 1 – Plymouth, Michigan – The JB Ashtin Group, Inc., announced that Lori Bainbridge, director, client services, will serve as an expert panelist at iiBIG's 5th Annual Global Clinical Trial Partnerships: Optimizing Cross-Border Outsourcing summit. The conference will be held in East Rutherford, New Jersey, December 6–7 at the Sheraton Meadowlands Hotel and Conference Center. The executive-level event will focus on the unique issues involved in outsourcing clinical research and life sciences manufacturing to non-US locales and on the regulatory, logistical, and technology-related issues that are empowering global partnerships.

Bainbridge's panel will discuss the challenges of bringing a global study team together by walking conference attendees through the entire process for an effective study team preparation meeting. In addition, the panel will instruct the attendees how to tune into the "ah-ha" moments that solidify cooperation. In addition to Ms Bainbridge, the panel will include Kathy Goin, MS, CCRA (panel leader), Global Trial Director, Endo Pharmaceuticals, Inc; Kara Lee McWatters, professor, Humber College, School of Health Sciences and clinical research consultant for Stiris Research, Inc; and Jim Denmark, founder and CEO of myClin, an innovative, Internet-based company that designs private online communities that allow clinical research teams and physicians to collaborate on clinical trials.

Bainbridge stated that, "Today there is increasing pressure to achieve a greater level of accuracy and skill on both the drug sponsor and provider front. It's more important than ever to drive higher levels of joint effectiveness with clinical partners by establishing strong alliances early in the process. There are a lot of opportunities for clinical partners to meet and maximize one another's expectations and goals moving forward."

### **About JB Ashtin**

Since 1999, JB Ashtin has been providing strategic medical communications services to the pharmaceutical and biotech industries, with a focus on professional medical education (advisory board meetings, scientific content development, speaker development, and speakers' bureaus), investigators' meetings, and communications/publication planning. For more information about JB Ashtin, visit [www.jbashtin.com](http://www.jbashtin.com).

### **About iiBIG**

The International Institute for Business Information and Growth, LLC (iiBIG) is an unbiased, independent company dedicated to organizing business-to-business conferences and seminars for senior-level business executives. The company's conferences focus on the most pressing and timely issues facing decision-makers in today's global economy. For more information about iiBIG, visit [www.iibig.com/index.html](http://www.iibig.com/index.html).

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