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SEGAL INSTITUTE FOR CLINICAL RESEARCH LAUNCHES NEW EMPLOYEE RECOGNITION PROGRAM IN HONOR OF CLINICAL TRIALS AWARENESS DAY

Miami, Florida – May 19th, 2017 – An integral component of Segal Institute for Clinical Research’s values is patient centricity. To achieve the highest practical level of patient centricity, Segal Institute is keeping its staff motivated and engaged. “We recognize the only way to achieve a true patient centric model is to make sure our team is happy and recognized for the hard work they do every day. If they are fulfilled and feel valued, they will treat their clinical trial volunteers with the highest level of customer service,” said Bonnie Segal, Co-founder of Segal Institute.

In honor of Clinical Trials Awareness Day, Segal Institute has implemented a new employee recognition program, the Diamond Club, to acknowledge their greatest asset - their staff. Clinical Trials Awareness Day is intended to educate the public about the importance of clinical research, which is what Segal Institute’s staff does every day.

The Diamond Club is intended to demonstrate to the Segal team how crucial of a role they play, not only in Segal Institute’s success, but also to the lives of the volunteers. This extends to Segal Institute’s various teams including administration, clinical and transportation- everyone impacts the volunteer’s experience. Segal Institute strongly believes if their employees are fulfilled, the overall patient experience will be improved. Patient centricity cannot operate alone.

Jenny Rojas was selected as Segal Institute’s first winner of the Diamond Club. Rojas’ selection was based on her dedication to providing the upmost patient care and for going above-and-beyond her responsibilities. “Jenny took over two very big studies and did a great job under very stressful circumstances. She was available to me every time I called or emailed while trying to lock the database. But more than that, she maintains a professional attitude and is always pleasant to work with no matter how much I ask of her,” said Julie Degenhard, a Cognitive Research Corporation monitor whom nominated Rojas for the Diamond Club.

Segal Institute is dedicated in recognizing staff who exhibit traits and actions that revolve around its core values. “It’s important for every one of our team members to know that they are an essential contributor to clinical research and to be acknowledged. The Diamond Club is one of many ways we show our appreciation and achieve our patient centric values. In the end, we will have higher quality, better patient recruitment and certainly patient retention.” said Segal.

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For more information on this release, contact Bonnie Segal at bsegal@segalinstitute.com

About Segal Institute for Clinical Research

Segal Institute for Clinical Research is a consortium of research sites specializing in psychiatric, neurological, addiction, medical and women's health clinical trials. A 60-plus staff of full-time Principal Investigators, Sub-Investigators, coordinators, research assistants and Master's- and Doctorate-level raters conducts clinical trials in outpatient, inpatient, nursing homes, and sleep laboratories. Segal Institute is currently conducting Phase I-IV research trials in 6 different sites in South Florida and South Carolina. Integral to Segal Institute's success is its centralized operations consisting of quality assurance and improvement managers, rater calibration specialists, recruiters, advertising coordinators, contract managers and call-center