DaVita Clinical Research Shares the Human Side of Clinical Trials

“Inspired to Give” Campaign Highlights Altruistic Nature of Participants

DENVER--(BUSINESS WIRE)--Nov. 27, 2013-- DaVita Clinical Research® (DCR®), a specialty contract research organization with services spanning the full spectrum of drug and device development, today announced the launch of its “Inspired to Give” campaign, which shares stories from the people behind clinical research.

The campaign kicked off Nov. 12 and will run through February 2014. The series will include 18 videos featuring both clinical trial participants and researchers sharing their personal experiences with clinical research. Full-length videos are hosted on YouTube with 15-second versions available for viewing on Instagram. The series can be viewed online at youtube.com/DaVitaClinResearch, and on DCR’s Instagram page by following @DaVitaResearch and hashtag #InspiredtoGive.

The campaign asks individuals to share what inspires them to give to the medical community and humankind through participation in clinical trials. In an effort to improve the quality of life for patients, DCR seizes the opportunity to create a grassroots movement of humanizing and honoring clinical research.

“We find that the driving force for most who participate in clinical trials is that they have someone close to them who has a disease or illness and they want to help that person,” said DCR Chief Scientific Officer Dr. Harry Alcorn. “And in additional to being altruistic, trial participants ultimately play a key role in the future of health care by helping to develop medicine for others.”

DCR recognizes the importance to raise awareness and bring a sense of pride to those who choose to participate in clinical trials. Without the vital participation of everyday people, new therapies could not be developed.

“The medicine I take for my kidney disease was developed in part by people just like me through clinical trials,” said Cynthia Harvey, who has end stage renal failure and has been involved with DCR for seven years as a clinical trial participant. “It’s very important for myself and others to participate because research helps give knowledge. The staff makes you feel confident, they make you feel loved, and they make you feel like you’re a person, not just a subject.”

DCR continues to expand its capabilities in and commitment to early clinical research. Since opening a second hospital-based research site in Lakewood, Colo., in 2012, DCR has launched a new website aimed at sponsors of clinical research. The site will include a video tour of DCR’s Phase I facilities along with information about their late-stage research, biorepository, health economics, data and medical communications services. To view the new site, visit davitaclinicalresearch.com.

To learn about current DCR clinical trials and how to enroll in a clinical trial, visit participatedavita.com.

DaVita® (NYSE: DVA) and DaVita HealthCare Partners℠ are trademarks or registered trademarks ofDaVita HealthCare Partners Inc. All other trademarks are the property of their respective owners.

About DaVita

DaVita is the dialysis division of DaVita HealthCare Partners Inc., a Fortune 500® company that, through its operating divisions, provides a variety of health care services to patient populations throughout the United States and abroad. A leading provider of kidney care in the United States, DaVita delivers dialysis services to patients with chronic kidney failure and end stage renal disease. DaVita strives to improve patients’ quality of life by innovating clinical care, and by offering integrated treatment plans, personalized care teams and convenient health-management services. As of Sept. 30, 2013, DaVita operated or provided administrative services at 2,042 outpatient dialysis centers located in the United States serving approximately 166,000 patients. The company also operated 66 outpatient dialysis centers located in 10 countries outside the United States. DaVita supports numerous programs dedicated to creating positive, sustainable change in communities around the world. The company’s leadership development initiatives and social responsibility efforts have been recognized by Fortune, Modern Healthcare, Newsweek and WorldBlu. For more information, please visit DaVita.com.

About DaVita Clinical Research (DCR)

DaVita Clinical Research (DCR), a wholly owned subsidiary of DaVita HealthCare Partners Inc.,uses its extensive, applied database and real-world healthcare experience to assist pharmaceutical and medical device companies in the design, recruitment and completion of retrospective, prospective pragmatic and clinical trials. DCR’s scientific and clinical expertise spans the lifecycle of product development with more than 150 client companies. DCR’s Biorepository, Early Clinical Research unit (Phase I-IIa) and Clinical Development (Phase IIb through post-marketing) network of physicians and investigative sites, data research, Health Economics & Outcomes Research, Central Laboratory, and Medical Communications are focused on providing world-class research in both complex/specialty populations and therapeutic areas, and especially in CKD and ESRD populations. To learn more about DCR, visit www.davitaclinicalresearch.com.

Source: DaVita

DaVita
Bianca Violante, 303-876-6614
bianca.violante@davita.com

https://davita.mediaroom.com/press-releases?item=122791