



CTI Clinical Trial and Consulting Services named "Best Places to Work" in Greater Cincinnati for Second Consecutive Year

## Latin America as an Ideal Region for Clinical Trials

The Latin American region includes more than 565 million people throughout its nineteen countries<sup>(1)</sup>. In 2009, the top eight pharmaceutical markets in Latin America were worth more than \$30 billion dollars, with the total market expecting to grow at a compound annual growth rate of more than 10% over the next seven years<sup>(2)</sup>. These figures make Latin America one of the most important and fastest growing sectors in the pharmaceutical sector today.

The number of companies demanding global research projects has been increasing significantly over the years and a growing number of sponsors and CROs are noticing the unique qualities that make Latin America an ideal region for clinical research. Latin America's immense population allows for a vast pool of potential trial patients that are relatively easy to connect with in terms of their proximity to each other and to medical care. Over three-quarters of Latin America's population live in cities, with the seven largest cities in the region housing a population of over 85 million people<sup>(3)</sup>. Also important to clinical research is the region's heterogeneous ethnic and epidemiological profile.

With regards to the quality of care, the standard of medical training is generally high, and knowledge of the guidelines laid down by the International Conference on Harmonization and Good Clinical Practice is widespread. In addition, most Latin American countries have established legislation covering the conduct of clinical trials. Moreover, the research staff in this region is characterized as highly motivated, intellectually engaged, and prepared for challenges unique to this industry.

An important number of clinical research programs now include many respected Latin American investigators and their patient populations. Patient-doctor relationships are notably strong in the region, and most patients are invited to participate in trials by their own physicians rather than being recruited by third parties. Retention in lengthy trials is also high because of these trustworthy relations among patients and doctors. Most people abstain from complex medications that can potentially interfere with the experimental treatments of a clinical trial. Also, many people are eager to participate in clinical trials because of the access to innovative drugs that they could not otherwise obtain.

In addition to the reasons above, other benefits such as the favorable costs, cultural proximity to western countries, and counter-seasonality of the South American sub-continent with the northern hemisphere, are why more and more pharmaceutical companies and CROs are directing their trials to this promising and exciting region.

CTI Clinical Trial and Consulting Services recently announced a Latin American joint venture with Akron Clinical, which established CTI Latin America, S.A. that will serve the pharmaceutical and biotechnology industry in the region. If you would like more information about a Latin American based study, please contact us.

(1) The World Factbook, United States Central Intelligence Agency

(2) World Pharmaceutical Frontiers. 2010 Vol. 1, page 39. ISSN 1742-3791

(3) United Nations Demographic Yearbook, 2007

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### Upcoming Medical Meetings CTI will be Attending ...

CTI will have a significant presence at upcoming medical meetings over the next few months.

#### The Transplantation Society Meeting

Vancouver Canada  
August 13<sup>th</sup>

#### StemCells USA, Regenerative Medicine Congress

Philadelphia  
September 13<sup>th</sup>-15<sup>th</sup>

#### BioPharm America 2010

Boston  
September 15<sup>th</sup>-17<sup>th</sup>

#### European Society of Transplantation Meeting

Nice, France  
October 1<sup>st</sup>-3<sup>rd</sup>

If you are interested in scheduling a meeting with CTI at one of these events, please contact Nick Schatzman at 513-598-9290 or via email at [nschatzman@ctifacts.com](mailto:nschatzman@ctifacts.com)