



Our New Newsletter Focuses on *You*



We've all heard about Capt. Chesley Sullenberger, the hero US Airways pilot who landed a jet in New York's Hudson River on Jan. 30, saving all the passengers' lives.

While most clinical trials volunteers won't get television interviews or be featured on the cover of People magazine like Sullenberger was, there's no doubt that you're performing a heroic and admirable act by participating in clinical trials.

With this debut issue of Medical Heroes, we're relaunching our newsletter The Participant in a new format that honors and educates the medical heroes found in everyday life. This reflects our commitment to provide ongoing education for people considering clinical trials as well as those who have already been involved.

Medical Heroes will feature four continuing sections:

Medical Hero in the Spotlight, which profiles a person involved in clinical trials; **Getting Involved: Tips and Advice**, which contains useful information for people considering volunteering; **Your Next Steps**, with information telling volunteers how to remain involved with clinical trials activities after they've participated; and **What's New in Clinical Research**, which will provide timely news and updates about trial results.

All clinical trials participants become a member of the Medical Heroes Community and get:

- Free bi-monthly Medical Hero newsletter
- Invitation to attend a free public education program in your community ("Aware for All - Clinical Research and Education Day") where you will be recognized as a Medical Hero and receive a gift
- Online social network known as "Clinical Research Volunteers Community" that connects patients, families, friends and caregiv-

ers for support and inspiration. . . <http://community.ciscrp.org>

- Assistance in locating clinical trials through www.SearchClinicalTrials.org or by calling 1-877-MEDHERO
- Pride in joining the millions of people like you who are heroes in the discovery of new medical treatments
- Being recognized and honored during the "National Medical Heroes Day"

The look and feel of Medical Heroes ties in with CISCRP's new public service advertising (PSA) campaign developed with pro bono assistance from Ogilvy Healthworld, a division of the acclaimed international advertising agency, Ogilvy & Mather.



Over the years we've seen the bravery and kindness of regular people who have taken part in clinical trials. We wanted our newsletter to honor and celebrate that spirit, as well as continue to embrace you in our Medical Heroes community.