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## **DAC TAKES HOME BEST HEADLINE AWARD IN THE 2015 RETHINK RESEARCH CHALLENGE**

**(Dallas, TX; October 12, 2015)** – DAC Patient Recruitment Services, a leading patient recruitment services organization, and Imperial company, earned the Best Headline award in the 2015 Rethink Research Challenge. This contest aimed to raise awareness of and shed a positive light on clinical research, and was sponsored by **Eli Lilly**, **CISCRP**, and **MAGI**.

The four specific objectives of the Challenge were to:

- Generate ideas for participation in clinical research
- Create materials that study sponsors can adapt
- Generate awareness of the branding issue within the industry and create momentum for it
- Create publicity for clinical research

Four leading patient recruitment firms accepted the challenge and submitted a total of six entries. DAC's award-winning entry, Clinical Research for Your Future, and Hers, can be seen [here](#).

The Challenge was judged by a panel of judges including Joe Kim (Senior Advisor, **Eli Lilly**), Norm Goldfarb (Chairman, **MAGI**), Adam Chasse (President, **RxTrials**), Diane Gross (National Program Director, **Lupus Research Institute**), and Jill McNair (Director of Education, Outreach, and Community Support, **CISCRP**), as well as a patient advocate, site representative, and an ad agency representative who doesn't know about clinical research. The winners were announced at this weekend's **MAGI** conference in San Diego.

To see all entries, visit [http://www.magiworld.org/documents/Rethink\\_Entries\\_Long.pdf](http://www.magiworld.org/documents/Rethink_Entries_Long.pdf).

### **About DAC**

DAC Patient Recruitment Services is proud to be part of the Imperial family of companies—a clinical research support organization also comprising ClinicaLingua Translation Services and Imperial Graphics. Together, these three vertically integrated brands focus on patient recruitment, translation services, and site material production, fulfillment and global distribution. Working in synergy with its sister companies, DAC provides start-to-finish clinical trial solutions with the power of three companies through the convenience of one contact and one contract. **[www.dacprs.com](http://www.dacprs.com)** - 800-451-0322