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# Parexel teams up with CLARINESS for enhanced patient engagement in China

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**The alliance will combine the strength of CLARINESS' ClinLife patient portal with Parexel's extensive local expertise in Asia/Pacific to more efficiently and effectively recruit and retain clinical trial patients in China.**




Parexel, a leader in the development of innovative new therapies to improve the world's health has announced a strategic partnership with CLARINESS, a leading global patient recruitment company, to further accelerate clinical trial recruitment and patient engagement in China. The alliance will combine the strength of CLARINESS' ClinLife patient portal with Parexel's extensive local expertise in Asia/Pacific to more efficiently and effectively recruit and retain clinical trial patients in China.

"In China today, digital platforms have become a dominant form of communication, with more than 770 million internet users reported in the country; however, many foreign companies are unable to obtain necessary licenses for compliance to reach these audiences. With our well-established ClinLife platform, Parexel customers will have the opportunity to leverage these effective channels for engagement with patients and clinical trial recruitment," said Michael Stadler, CLARINESS CEO.

Gadi Saarony, Executive Vice President and Chief Clinical Research Services Officer, Parexel, added, "Parexel's local expertise and understanding of the Chinese drug development market combined with CLARINESS' ClinLife digital platform will enable us to reach more patients in China and engage with them through their preferred channels and language while maintaining local compliance. Ultimately this will improve their clinical trial experience while helping to accelerate new therapies to market to the benefit of our customers and patients."

Celebrating 20 years of presence in Greater China, Parexel has eight offices and over 1,400 employees in the country, as well as more than 8,000 employees in the Asia/Pacific region. CLARINESS has been helping sponsors find patients in Asia since 2005. In addition to providing licensed access to China's native social media channels, CLARINESS' services are enhanced through their ability to leverage native speakers to screen and survey patients for potentially underdiagnosed conditions.

Parexel is focused on the development of innovative new therapies to improve the world's health.