

Service Provides Access to Geographically Diverse Population of Preeclampsia Survivors

MELBOURNE, FL – March 9, 2011 – The Preeclampsia Foundation announced the availability of their Study Participant Recruitment Service. The program will allow medical researchers to augment their national or local recruitment of study participants by utilizing existing communication channels with thousands of preeclampsia patients, survivors and their families. The service supports the Foundation's ongoing mission to catalyze and promote scientific research.

Participant recruitment is often considered the most difficult aspect of the research process. The Preeclampsia Foundation works with investigators to assist with patient recruitment for clinical, quantitative, epidemiological and other types of research relating to preeclampsia and other hypertensive disorders of pregnancy. Due to the broad geographic base of Foundation registrants, high website traffic, and the viral nature of online communications, the Preeclampsia Foundation is able to assist investigators obtain a high number of participants. Historically, the Foundation has produced statistically significant response rates in studies that have included web-based surveys and collection of biological specimens and medical records.

"Preeclampsia survivors, especially many of those who use our website and Community Forum, tend to be highly motivated research participants, often because they have seen the devastation that preeclampsia can cause and they're very keen to support scientific advancements," said Executive Director Eleni Tsigas.

The recruitment service includes promotion on the www.preeclampsia.org website, email campaigns, announcements in the monthly Expectations e-newsletter, social media outreach, and recruitment on the Community Forum. The service begins at \$500 per month. Interested investigators should email laney.poye@preeclampsia.org

About the Preeclampsia Foundation: The Preeclampsia Foundation is a U.S.-based 501(c)(3) not-for-profit organization established in 2000. It is dedicated to providing patient support and education, raising public awareness, catalyzing research and improving health care practices, envisioning a world where preeclampsia and related hypertensive disorders of pregnancy no

longer threaten the lives of mothers and babies. For more information, visit www.preeclampsia.org