As the leader in successful patient recruiting and retention, we here at TPRA believe in achieving our personal best when it comes to the services we offer. Words like innovation, progression and improvement are big around here. We’re constantly working to integrate these ideals into our marketing and advertising services.

And now with the introduction of TPRA’s Communication Platform, we’ve done it again. The Communication Platform features three new communication tools, and each tool is available with an imbedded response filtering system. The communication tools will enable you to expand your patient recruiting beyond the traditional means of marketing and response handling. And when you use these tools with TPRA’s new response filtering system, you will worry less about finding qualified participants and focus more time on those responders who are likely to qualify for your studies.
TPRA’s Communication Platform provides you with easy administrative access to each of these features in one online location. You’ll be able to stay on top of recruitment initiatives by viewing all data in real-time.

**TEXT MESSAGING DEMO**
What’s easier than a text? We’re in the age where text messaging is the most common form of mobile communication, and we think it’s important to keep patient recruiting methods up-to-date. We’re offering this service on both an incoming and outgoing basis, and either way you will be able to maximize its value with the text-based filtering service.

Give it a try yourself to see how easy and effective it really is.
Text “demo” to 512-843-0444.

**QR CODE DEMO**
We get that many people use their smart phone more than they use their home computer. That’s why we made patient recruiting mobile. Using a mobile QR application on their smart phone, those viewing your ads will snap an image of the QR code and be sent directly to the filtering system formatted for their mobile device. Just as valuable, through the use of special variables in the URL of the QR Code, TPRA’s QR codes will provide a level of ad tracking that not so long ago was just a dream.

Grab your phone and give it a go.
Take a picture of this QR code and you’ll be sent directly to a demo of our mobile-specific filtering system.

**FACEBOOK DEMO**
We also understand that social media is no longer just used socially. It’s one of the easiest ways to reach an audience, spread a message or in our case, recruit potential patients for research studies. Almost everyone is using social media, so there’s no reason to get left behind. TPRA has come up with a way to incorporate its response filtering service within study-specific Facebook pages. Study-specific information and videos can be included within the pages as well.

Test the functionality of this new feature. Follow this link and you’ll be taken to a demo version of our filtering service within a Facebook page. demoFB.tprausa.com

Now that you’ve tried the communication features, view the administrative access point of TPRA’s Communication Platform by clicking on this link to witness a demo of real-time data in action.

Demo.tprausa.com

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PATIENT RECRUITING & RETENTION