



Charting a new course

Former CEO of Pharmaceutical Research Plus brings a new vision to patient recruitment services

Annapolis, MD – Ann Kottcamp, former CEO of Pharmaceutical Research Plus, is launching Argonauta Communications, a new patient recruitment and direct marketing company. Ms. Kottcamp has more than eleven years in clinical trial recruitment and plans to use her expertise to launch a vision for the industry that will provide clients with the highest quality services at a fair price.

Built on a foundation of hand selected former employees of PRP and utilizing former PRP creative development partners, Argonauta Communications is a unique blend of proven history and teamwork coupled with forward-thinking innovation. The company will offer clinical trial recruitment and direct marketing services but with an enhanced approach they are calling *Message, Method, Mix*. This proprietary strategy draws on years of experience to develop the right advertising *message*, the right *mix* of advertising vehicles, and a uniquely targeted *method* of placing media. Ms. Kottcamp believes that “this allows us to reach patients in an efficient manner that is very different from traditional advertising methods. Utilizing our expertise in leading patients to treatment options via clinical trials, we also plan to expand our offerings to include advertising and marketing for other healthcare services.”

A major goal of the company is to focus on diversity initiatives with respect to advertising, marketing, and outreach. Many diseases have varied effects on different ethnicities, and pharmaceutical companies and the FDA are showing increasing interest in learning about these differences. The challenge is effectively reaching these populations to gain their trust, confidence, and interest in participating in research. Argonauta Communications will overcome this challenge by forming strategic partnerships with targeted media outlets and organizations.

Ms. Kottcamp feels that “by utilizing seasoned veterans to execute our new vision, Argonauta Communications is uniquely positioned to provide the best of both worlds; longevity in the industry and a new vision. You have a disciplined and cohesive team that has witnessed the evolution of the industry and recognizes the importance of showing return on investment and value. The team is taking a fresh look at patient recruitment methods, the challenges these methods present, and how best to address those challenges.”

To learn more about Argonauta Communications please call 1-866-902-6422 or visit www.argonautacommunications.com.