

**What Am I Missing Here?**

**Thought-Provoking Questions for the Clinical Research Industry**

**By Norman M. Goldfarb**

**212. Could you spare some time?**

Many clinical research professionals at study sponsors, CROs and other service providers travel from time to time. Spending a couple of hours at a local study site would help immensely in understanding the site’s perspectives and also demonstrate that the sponsor/CRO/service provider actually cares about sites. Many sites would be delighted to host the occasional visitor. Taking a vacation? Ask your tax advisor about deducting travel costs. Why not ask for an invitation? You might just learn something. What am I missing here?

**Do you know a better way? Is something getting under your skin? Please send your ideas for future columns to [ngoldfarb@firstclinical.com](mailto:ngoldfarb@firstclinical.com).**

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