

**What Am I Missing Here?**

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

**By Norman M. Goldfarb**

**220. Surprise!**

Study visits account for only a small fraction of the costs a site incurs in a study. Most of the other costs are "hidden." Experienced sites can usually estimate for these costs, but when a site discovers that a study's costs outweigh the rewards, the air can go out of the balloon. It behooves sponsors to prevent such surprises. 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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