Marketing guidelines

Whether you are proposing a marketing submission indicating that your specific therapeutic area has been awarded a very notable trial, a significant milestone has been met, or your article published in one of the medical journals, there is a Virtua process. It is important to note that marketing anything about a clinical trial should be done ethically and transparently, with the goal of providing accurate information to our clinicians and staff.

There is a four-document approval procedure: principal investigator, local IRB, central IRB and the sponsor. You will submit your proposal to our clinical research specialist, Donna Palazzo - dpalazzo@virtua.org. and director of public affairs/marketing, Joseph Bisicchia – JBisicchia@virtua.org. Donna will work with marketing to edit the content and then return it to you for approval before going forward with signatures. Once everything is completed and approved, we will contact you with the date of publication.