

Google Clinical Impact Challenge winner in San Francisco Tonight...come join us!


Dr. Clara Chow will present High-Touch, High-Tech: The Power of Texting to Improve Health.

SAN FRANCISCO, CA, USA, November 16, 2016 /EINPresswire.com/ -- Google Impact Challenge winner and Scientific Leader, Dr. Clara Chow to give a talk on text messaging platform that improves health outcomes and mobilizes clinical research tonight the 16th of November at Amoura Restaurant located on 713 Linden Avenue South San Francisco, CA. 94080. To express your interest in attending Professor Chow's talk, please contact Kristine Afansev, George Clinical's Business Development Manager by email kafansev@georgeclinical.com. Spaces are limited so secure your place today!

George Clinical's parent organization, The George Institute for Global Health were recently announced winners of the Google Impact Challenge, with their "TEXTCARE" application. With a top prize of AUD\$750,000, Professor Chow and her colleagues plan to use its proven text messaging platform to tackle chronic disease on a global scale.

"An SMS has the power to save millions of lives," Professor Clara Chow said. "We have over five years of evidence to prove that this relatively low-tech and inexpensive method of communication with patients can have a long-lasting impact on their lifestyle and their adherence to medication. As such, TEXTCARE has the potential to significantly improve a patient's longevity and quality of life."

Scientific Leadership is a unique service offered by George Clinical that utilizes the expertise and networks of the George Institute to identify the best clinical trial sites and boost recruitment. George Clinical's scientific leaders share a passion for innovative and cost effective solutions to improve



You are invited to a talk by
George Clinical's Scientific Leader,
Professor Clara Chow

Where Amoura Restaurant
713 Linden Avenue, South San Francisco, CA 94080.

When Wednesday 16th November 2016.

Time Doors will open at 5:30pm for a 6pm start.

Topic High-touch, Low-tech: The Power of Texting.

George Clinical





People who receive these personalized texts are more likely to take their medications correctly, stop smoking and start exercising, placing them at much lower risk of heart attack or stroke.

Dr. Clara Chow

clinical trial design.

“We are regularly impressed by the innovative, evidence-based solutions to chronic disease management generated by our Scientific Leaders,” Dr Marisa Petersen, Executive Director of George Clinical said. “TEXTCARE is a platform that has been shown to improve compliance with medication and engagement with physicians. This text messaging platform is easily applicable to support patient retention particularly in long term outcomes studies – and the evidence is there to show it works”.

The George Institute and George Clinical have a highly successful, symbiotic relationship. The Institute provides the

expertise of its high-caliber researchers, such as Professor Clara Chow. George Clinical provides a world-class full service CRO, delivering clinical trials to the highest standards for small and large pharmaceutical, medical device and biotech companies. George Clinical also provides its services to Institute trials and a majority of George Clinical’s profits are donated to the Institute in order to support its ongoing body of global research.

“Our trials have already shown that this technology works,” Professor Chow said. “People who receive these personalised texts are more likely to take their medications correctly, stop smoking and start exercising, placing them at much lower risk of suffering another heart attack or stroke.”

About George Clinical

George Clinical is a leading independent clinical research organization (CRO) in Asia with over 200 staff operating in 11 countries. George Clinical provides the full range of clinical trial services to pharmaceutical, medical device and biotech customers, for all trial phases, registration and post-marketing trials. George Clinical combines scientific and clinical leadership with expert trial delivery capability to create a distinctive world-class service. George Clinical’s parent organization, The George Institute for Global Health, is a leader in chronic disease research, with a global network of experts with whom George Clinical engages. George Clinical delivers an operationally supported, internationally recognized scientific leadership service, providing motivation and engagement to trial investigators at a peer to peer level. George Clinical provides customizable clinical trial excellence from trial design through all aspects of delivery. Our website is: www.georgeclinical.com or follow us on LinkedIn, Facebook and Twitter @george_clinical

About The George Institute

The George Institute for Global Health

The George Institute for Global Health is improving the lives of millions of people worldwide through innovative health research. Working across a broad health landscape, the Institute conducts clinical, population and health system research aimed at changing health practice and policy worldwide. The Institute has a global network of medical and health experts working together to address the leading causes of death and disability worldwide. Established in Australia and affiliated with The University of Sydney, the Institute today also has offices in China, India and the United Kingdom, and is also affiliated with Peking University Health Science Centre, the University of Hyderabad and the University of Oxford. Follow us on Facebook at and on Twitter @georgeinstitute

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