

Placebo Response

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Impacting Placebo Response: A Few of the Considerations

Study Sponsors

- Expertise and experience of personnel
- Protocol designs that are feasible, and not placeboogenic
- Tension between quality and time lines
- Methodology for site selection
- Culturally appropriate and experience appropriate rater training

Sites:

- Site culture
- PI involvement
- Access to appropriate patients
- Careful selection of appropriate patients, screening out some that meet all criteria
- Site personnel experience, expertise and conscientiousness
- Communication to patients and nature of interactions

Patients:

- Multiple patient characteristics
- Motivation for participating
- Expectations
- Training on difference between research and clinical care and accurate reporting