

Abstract : Clinical trial success depends critically on selecting appropriate sites, yet current approaches, typically predictive and profile-based, exhibit systematic failures: a large proportion of selected sites fail to enroll a single patient, which may result in significant delays and cost overruns. Despite its importance, no systematic framework currently exists to guide sponsors, CROs, and sites toward more effective decisions. This talk examines the site selection problem from the ground up, mapping the key players, current practices, and structural tensions that make this a surprisingly challenging problem.