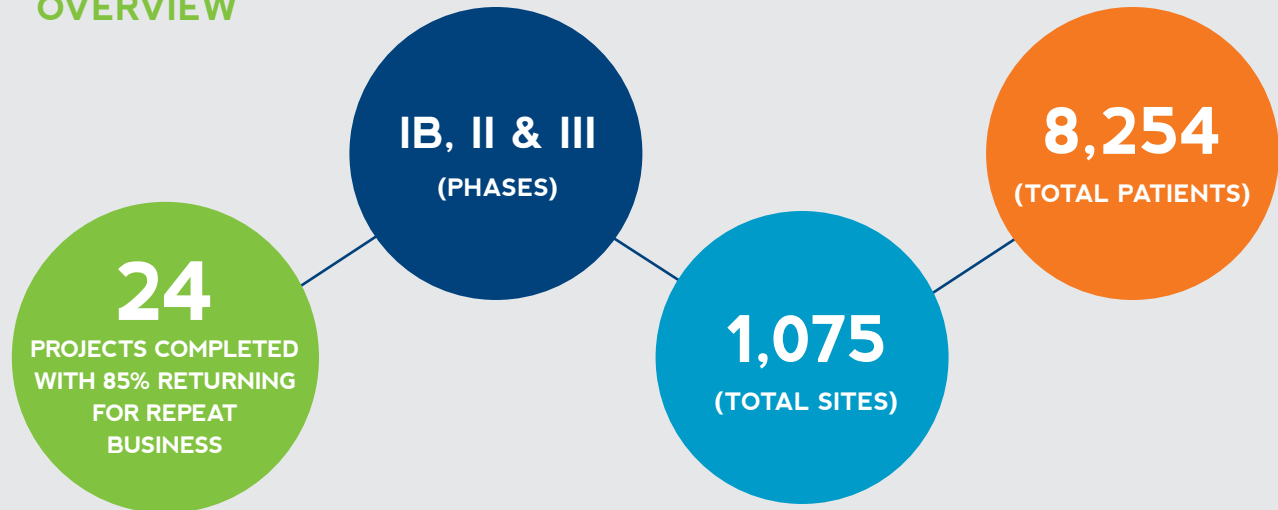




PATIENT ENGAGEMENT SERVICES CNS EXPERTISE

OVERVIEW



INDICATIONS

- > Alzheimer's Disease
- > Epilepsy
- > Essential Tremor
- > Major Depressive Disorder
- > Migraine
- > Multiple Sclerosis (MS)
- > Myasthenia Gravis
- > Optic Neuritis
- > Parkinson's Disease
- > Postherpetic Neuralgia
- > Primary Progressive MS
- > Relapsing MS
- > Relapsing-Remitting MS
- > Stroke

COUNTRIES SUPPORTED

- > Argentina
- > Australia
- > Austria
- > Belgium
- > Brazil
- > Canada
- > Chile
- > Croatia
- > Czech Republic
- > Denmark
- > Finland
- > France
- > Germany
- > Greece
- > Hungary
- > Ireland
- > Italy
- > Japan
- > Mexico
- > Netherlands
- > New Zealand
- > Norway
- > Poland
- > Portugal
- > Russia
- > Slovakia
- > South Africa
- > South Korea
- > Spain
- > Sweden
- > Switzerland
- > Tunisia
- > Turkey
- > Ukraine
- > United Kingdom
- > United States

PATIENT ENGAGEMENT SERVICES
CNS EXPERTISE

**CASE STUDY: MILD-TO-MODERATE ALZHEIMER'S DISEASE
RESCUE ENGAGEMENT PROGRAM**

STUDY DETAILS

- > Rescue program
- > 22-month campaign
- > 176 study sites; 2,285 patients
- > Existing attrition rate of 14.7 patients per month

IMPERIAL OBJECTIVES

- > Reduce monthly attrition rate
- > Engage patients and caregivers regularly throughout the study
- > Provide messaging and support materials in multiple formats for patients and caregivers

CAMPAIGN

- > Study branding for awareness
- > Patient education and support packages
- > Caregiver education and support packages
- > Patient/caregiver newsletters
- > Direct mail and email messages

RESULTS

- > Pre-Imperial involvement: attrition rate of 14.7 patients per month
- > Imperial involvement: attrition rate of 5.7 patients per month

MILD-TO-MODERATE ALZHEIMER'S DISEASE

