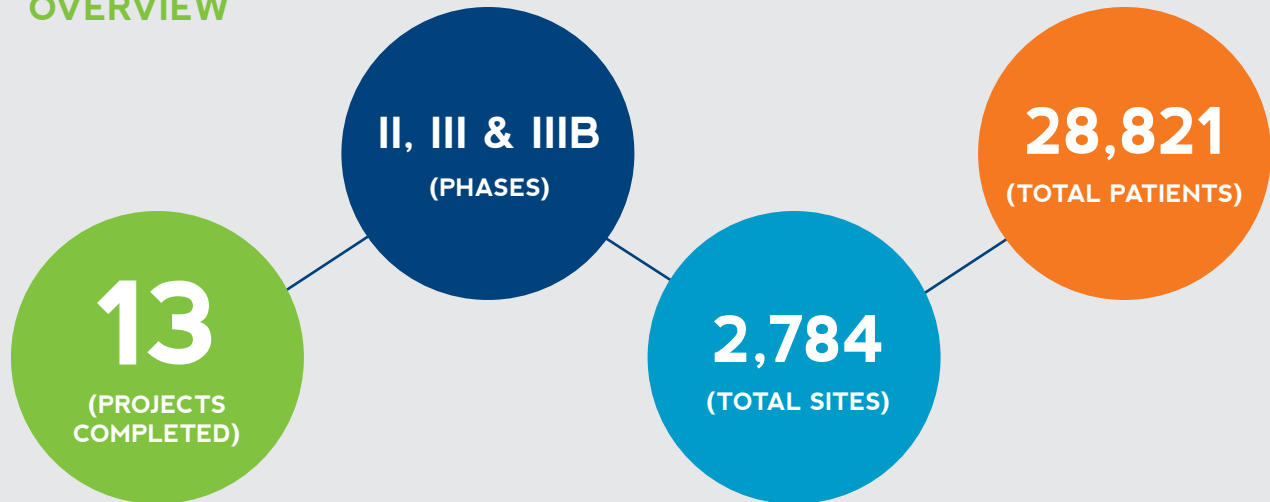




## PATIENT ENGAGEMENT SERVICES CARDIOVASCULAR EXPERTISE

### OVERVIEW



### INDICATIONS

- > Acute Coronary Syndrome
- > Atrial Fibrillation
- > Cardiovascular Morbidity in Obese Patients
- > Cardiac Events in Abdominally Obese Patients
- > Chronic Heart Failure
- > Critical Limb Ischemia
- > Deep Vein Thrombosis
- > Hypertension
- > Intermittent Claudication
- > Myocardial Infarction
- > Peripheral Arterial Disease
- > Unstable Angina

### COUNTRIES SUPPORTED

- > Argentina
- > Australia
- > Austria
- > Belarus
- > Brazil
- > Bulgaria
- > Canada
- > Chile
- > China
- > Colombia
- > Costa Rica
- > Croatia
- > Czech Republic
- > Denmark
- > Egypt
- > Estonia
- > Finland
- > France
- > Germany
- > Greece
- > Guatemala
- > Hungary
- > India
- > Indonesia
- > Israel
- > Italy
- > Korea
- > Lithuania
- > Malaysia
- > Mexico
- > Morocco
- > Netherlands
- > New Zealand
- > Norway
- > Peru
- > Philippines
- > Poland
- > Portugal
- > Russia
- > Slovak Republic
- > South Africa
- > Spain
- > Sweden
- > Taiwan
- > Thailand
- > Turkey
- > Ukraine
- > United Kingdom
- > United States
- > Venezuela

## PATIENT ENGAGEMENT SERVICES CARDIOVASCULAR SUCCESS STORY

### CASE STUDY: CARDIOVASCULAR ENGAGEMENT PROGRAM

#### STUDY DETAILS

- > Proactive campaign
- > Five-year engagement program
- > 395 sites
- > 5,760 patients

#### IMPERIAL OBJECTIVES

- > Engage patients and caregivers regularly throughout the study
- > Provide ongoing education and support to sites and study CRAs
- > Provide ongoing education and support to patients and caregivers

#### CAMPAIGN

- > Patient support packages
- > Patient newsletter
- > Relationship essentials™ card kits
- > Wallet reminder cards
- > Patient satisfaction surveys
- > Study newsletters with CEUs for site staff
- > Study coordinator education and support packages

#### RESULTS

- > Despite an industry standard of 23 percent attrition among study participants, Imperial boasts only 11 percent withdrawal for a two-year study involving 4,096 patients at 330 U.S. sites.

### ENGAGEMENT PROGRAM IMPACT



IMPERIAL 89% RETENTION



INDUSTRY STANDARD 77% RETENTION