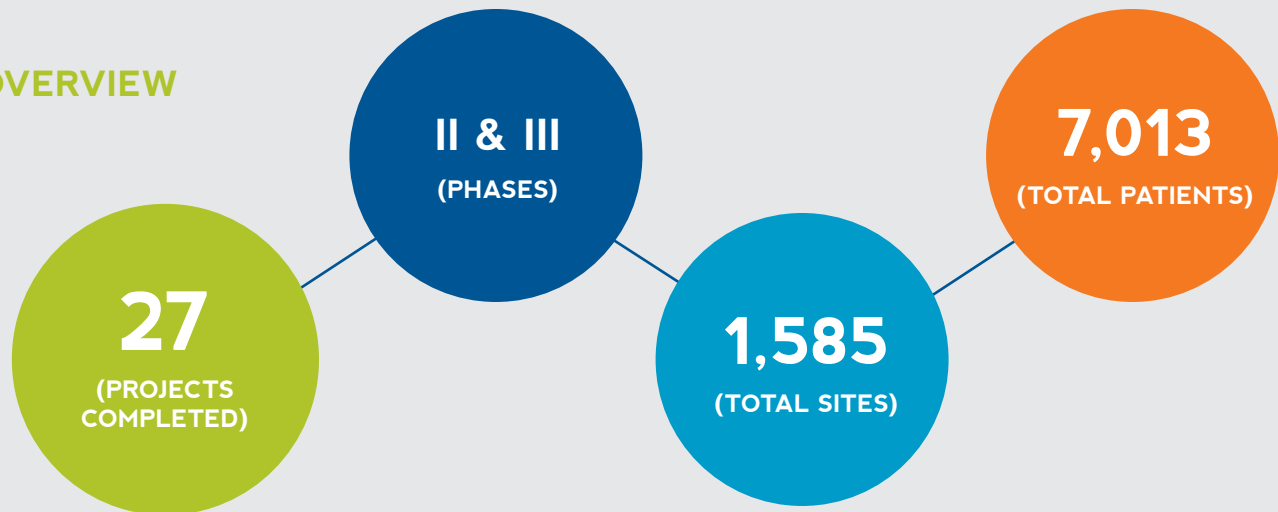




ENDOCRINOLOGY EXPERTISE

OVERVIEW



INDICATIONS

- > Type 1 and 2 Diabetes (24 Protocols)
- > Diabetic Macular Edema
- > Diabetic Foot Ulcers
- > Diabetic Neuropathy

COUNTRIES SUPPORTED

- > Argentina
- > Austria
- > Belarus
- > Canada
- > Chile
- > Colombia
- > Czech Republic
- > Denmark
- > Estonia
- > Finland
- > France
- > Germany
- > Hungary
- > India
- > Israel
- > Italy
- > Lithuania
- > Malaysia
- > Mexico
- > Netherlands
- > Poland
- > Romania
- > Russia
- > Serbia
- > South Africa
- > Spain
- > Sweden
- > Taiwan
- > Ukraine
- > United States

CASE STUDY: PROACTIVE TYPE 2 DIABETES ENGAGEMENT PROGRAM

STUDY DETAILS

- > Highly targeted engagement rescue program
- > 5 months in duration
- > United States and Canada

ENDOCRINOLOGY EXPERTISE

CASE STUDY: PROACTIVE TYPE 2 DIABETES ENGAGEMENT PROGRAM (CONTINUED)

IMPERIAL OBJECTIVES

- > Accelerate engagement for a fast-track type 2 diabetes program
- > Rapidly deploy full service, centralized engagement campaign
- > Strengthen site relationships and provide site support
- > Facilitate the consent of 564 patients over a 5-month enrollment period

CAMPAIGN

- > Targeted physician referral program
- > Engagement materials/kits for sites
- > Community outreach
- > Radio and print advertising

RESULTS

- > Average rate of enrollment increase per month = 150%
- > Rollout–Month 1 increase = 230%
- > Month 1–Month 2 increase = 139%
- > Month 2–Month 3 increase = 82%
- > Project completed 2 weeks early

ADVERTISING OUTCOMES

Advertising Medium	Responses	Referrals	Consents
Radio	1,228	544 (44%)	219 (40%)
Print	94	39 (41%)	14 (36%)

Total Advertising Outcomes

