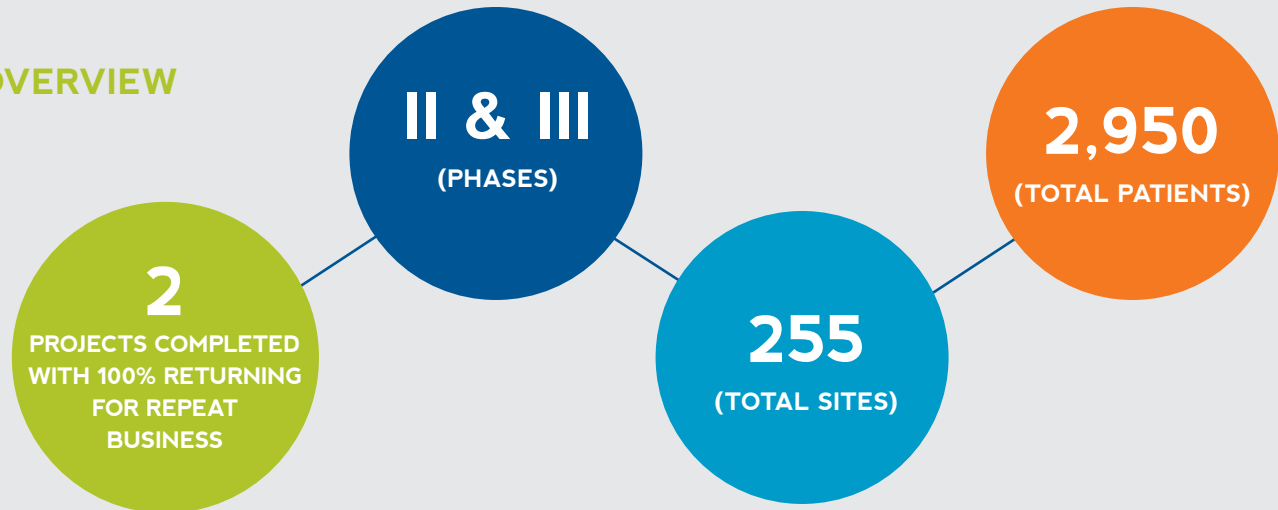




NEPHROLOGY EXPERTISE

OVERVIEW



INDICATION

- › End Stage Renal Disease (2 Protocols)

COUNTRY SUPPORTED

- › United States

CASE STUDY: END STAGE RENAL DISEASE ENGAGEMENT PROGRAM

STUDY DETAILS

- › Highly targeted engagement program
- › 12 months in duration
- › United States focused

IMPERIAL OBJECTIVES

- › Accelerate engagement
- › Strengthen site relationships and provide site support
- › Facilitate the consent of 450 patients over a 12-month enrollment period

NEPHROLOGY EXPERTISE

CASE STUDY: END STAGE RENAL DISEASE ENGAGEMENT PROGRAM (CONTINUED)

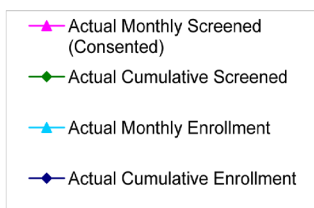
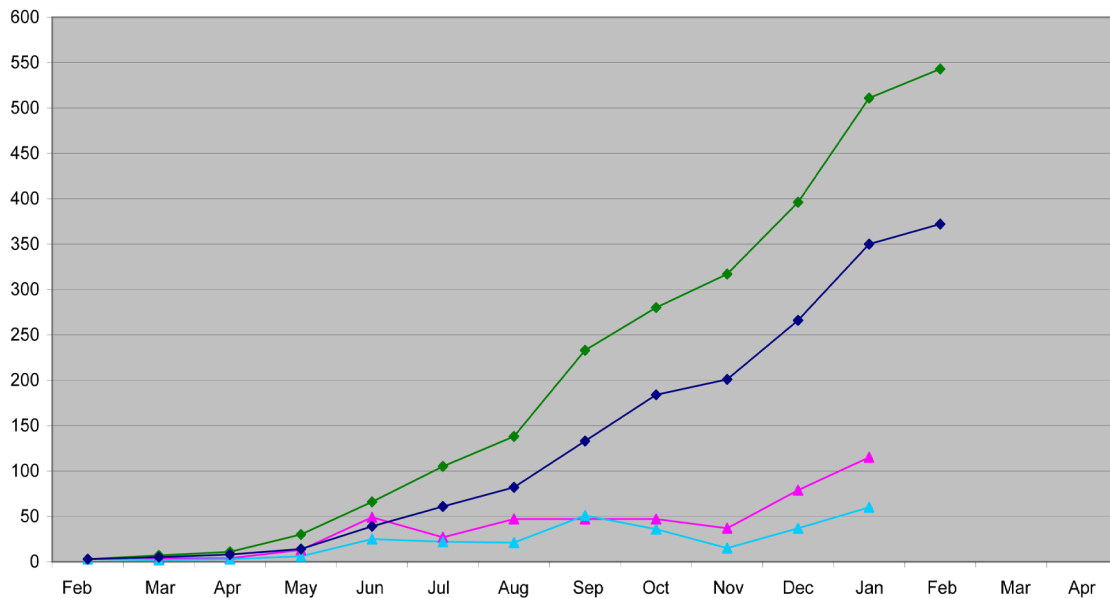
CAMPAIGN

- > Study rejuvenation program
- > Best Recruitment Practices® interactive workshop
- > Brand identity
- > Site newsletters and CEU program
- > Site appreciation packages
- > Visit reminder cards
- > Patient transportation assistance program

RESULTS

- > Enrollment goal achieved on time

IMPERIAL IMPACT ON ENROLLMENT BY MONTH



Key Initiative Dates:

- | | |
|---|--------------------------------------|
| 1. Foresee Forum - 10/01 | 7. Pt Support Items - 11/08 |
| 2. IRB Submission Packets - 10/1 | 8. Study Procedures Tool Kit - 11/15 |
| 3. Dialysis Ap. Gift #1 - 10/25 | 9. Pt. Transportation Guides - 11/23 |
| 4. Early Riser Package #1 - 11/04 | 10. Patient Calendars - 12/01 |
| 5. Pt. ID & Study Awareness Kit - 11/05 | 11. Taxi Vouchers Start - 12/01 |
| 6. Dialysis App. Package #1 - 11/08 | 12. Lunch & Learns - 12/06 |