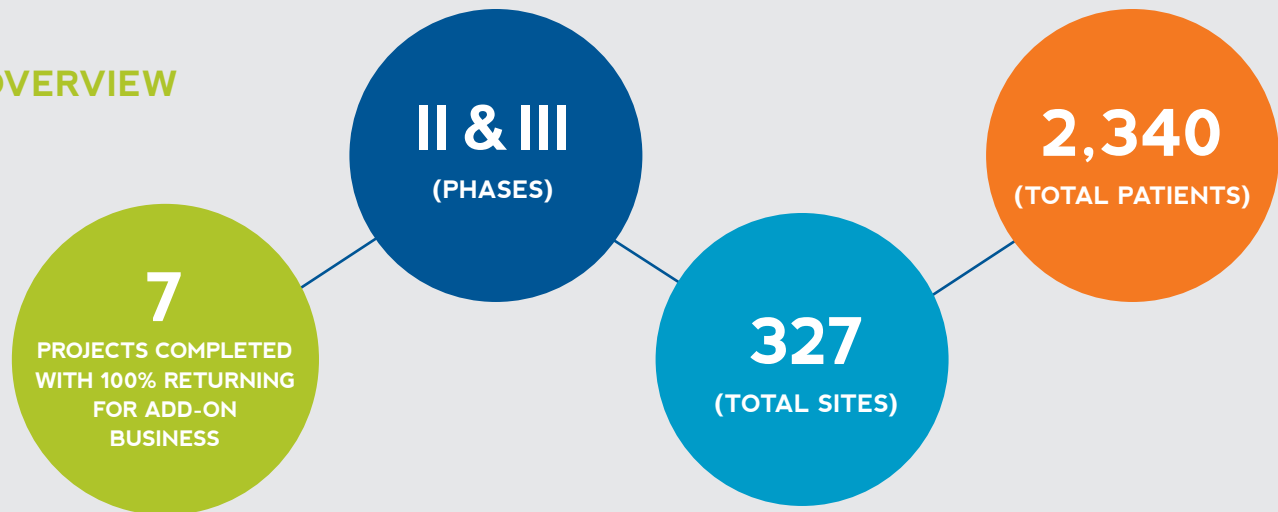




## OPHTHALMOLOGY EXPERTISE

### OVERVIEW



### INDICATIONS

- › Age-Related Macular Edema
- › Diabetic Macular Edema
- › Dry Eye
- › Myasthenia Gravis
- › Multifocal Lenses
- › Optic Neuritis
- › Posterior Uveitis
- › Retinal Vein Occlusion

### COUNTRIES SUPPORTED

- › Argentina
- › Australia
- › Austria
- › Brazil
- › Canada
- › Colombia
- › Czech Republic
- › France
- › Germany
- › Israel
- › Italy
- › Korea
- › Mexico
- › Netherlands
- › Philippines
- › Russia
- › Singapore
- › Spain
- › South Africa
- › Taiwan
- › Ukraine
- › United Kingdom
- › United States
- › Venezuela

# OPHTHALMOLOGY EXPERTISE

## CASE STUDY: DRY EYE ENGAGEMENT PROGRAM

### STUDY DETAILS

- › 270 randomized subjects
- › Diagnosis of moderate to severe dry eyes
- › Diagnosis of an autoimmune disease
- › Women  $\leq 65$  years
- › Frequent use of artificial tears
- › Proactive engagement plan

### THE CAMPAIGN

- › Aggressive timeline for engagement norms in this area
- › Highly targeted therapeutic campaign
  - › Community outreach
  - › Targeted advertisements in professional organizations' newsletters, magazines, etc.
  - › Patient advocacy partnerships
  - › Screening options
    - › Study website
    - › Call center

### RESULTS

- › Enrollment rate prior to Imperial's involvement: 0.5 patients per month
- › Enrollment rate with Imperial's involvement: 0.9 patients per month
- › Enrollment result represents 80% increase in randomized patients
- › Repeat business from client within 4 months of contract completion