OPHTHALMOLOGY EXPERTISE

OVERVIEW

7 PROJECTS COMPLETED WITH 100% RETURNING FOR ADD-ON BUSINESS

II & III (PHASES)

327 (TOTAL SITES)

2,340 (TOTAL PATIENTS)

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

CONTINUED
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 ≤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 result represents 80% increase in randomized patients
› Enrollment rate with Imperial’s involvement: 0.9 patients per month
› Repeat business from client within 4 months of contract completion