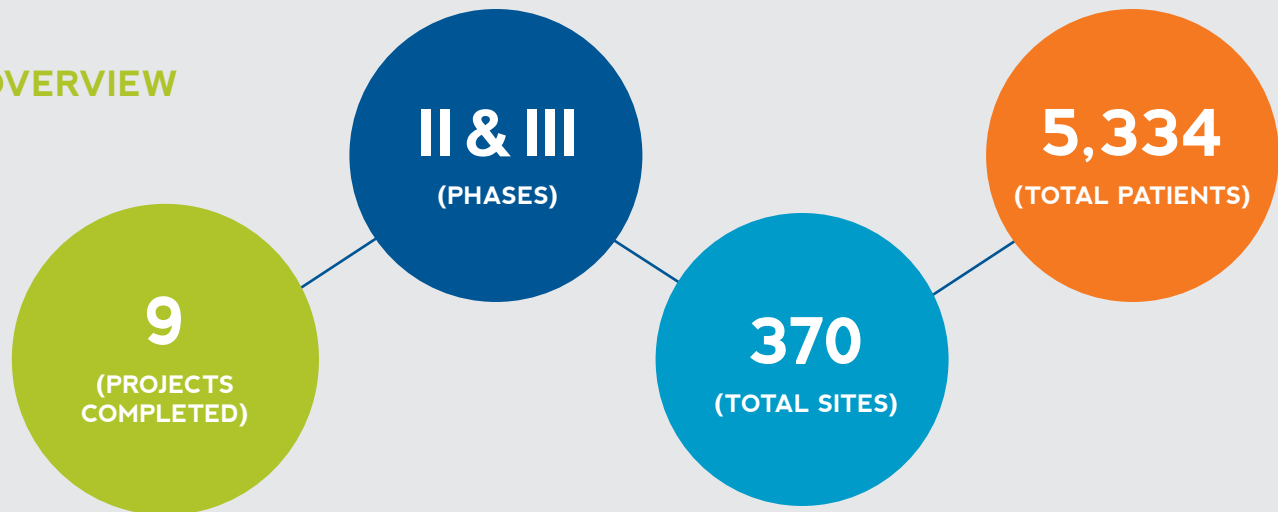




## OTHER INDICATIONS EXPERTISE

### OVERVIEW



### INDICATIONS

- > Benign Prostatic Hyperplasia
- > Osteonecrosis
- > Registries (2 Protocols)
- > Surgical Adhesions (Women)
- > Vaccines (4 Protocols)

### COUNTRIES SUPPORTED

- > Canada
- > United States

### CASE STUDY: ASTHMA AND PREGNANCY REGISTRY

#### STUDY DETAILS

- > 24-month self-reporting study to assess pregnancy outcomes in women exposed to asthma medication within 8 weeks prior to conception or at any time during pregnancy
- > Challenges included: narrow and unknown patient population, patients' busy schedules, limited study awareness, and limited contact with patients

## OTHER INDICATIONS EXPERTISE

### CASE STUDY: ASTHMA AND PREGNANCY REGISTRY (CONTINUED)

#### IMPERIAL OBJECTIVES

- › Developed a multilayered engagement program to support direct-to-patient initiatives including redesign of collateral materials and website and aggressive online marketing to drive traffic to the website
- › Launched a national physician advertising campaign in clinical publications to raise awareness of the registry among women's health care professionals
- › Designed educational patient retention packages for distribution at 4 critical events to strategically address key points of attrition

#### CAMPAIGN

- › Redesigned collateral materials, including a patient brochure, study poster and folder
- › Redesigned study website to be less clinical, more graphically appealing, user friendly and with a stronger call to action
- › Highly targeted pay-per-click advertising using the Google AdWord's contextual network
- › Traditional online advertising campaign including banner advertising
- › National print advertising campaign in professional society/association journals to raise awareness of the registry among women's health care professionals
- › Patient education and support packages for distribution at initial registration, child's birth, 6 month mark and first birthday

#### RESULTS

- › Imperial came on board in December 2009
- › Overall enrollment increased 172% in 2010, compared to previous years' enrollment averages
- › Enrollment at the end of December 2010 was 64% of goal
- › Enrollment was ongoing through 2011

#### TOTAL ENROLLMENT

