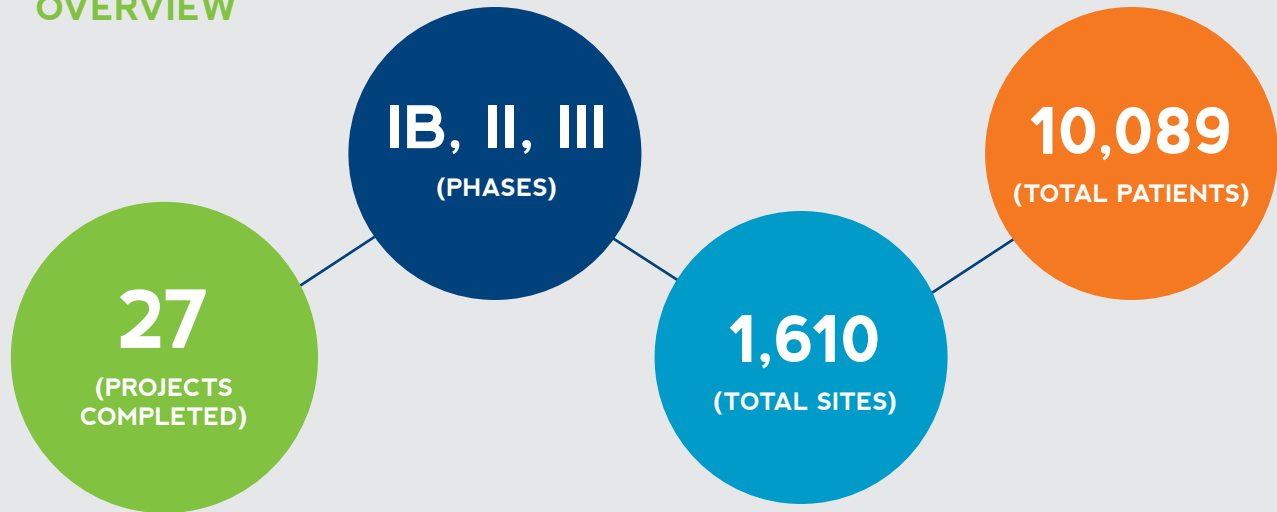




**PATIENT ENGAGEMENT SERVICES
IMMUNOLOGY EXPERTISE**

OVERVIEW



INDICATIONS

- > Hepatitis
- > Juvenile Rheumatoid Arthritis
- > Lupus
- > Multiple Sclerosis
- > Myasthenia Gravis
- > Rheumatoid Arthritis
- > Pediatric Vaccines
- > Adult Vaccines

COUNTRIES SUPPORTED

- > Argentina
- > Australia
- > Austria
- > Belgium
- > Brazil
- > Bulgaria
- > Canada
- > Chile
- > Colombia
- > Croatia
- > Czech Republic
- > Finland
- > France
- > Germany
- > Greece
- > Hungary
- > Ireland
- > Israel
- > Italy
- > Lebanon
- > Morocco
- > Netherlands
- > New Zealand
- > Norway
- > Philippines
- > Poland
- > Portugal
- > Romania
- > Russia
- > Serbia
- > Singapore
- > Slovakia
- > South Africa
- > Spain
- > Sweden
- > Switzerland
- > Taiwan
- > Thailand
- > Tunisia
- > Turkey
- > Ukraine
- > United Arab Emirates
- > United Kingdom
- > United States

PATIENT ENGAGEMENT SERVICES
IMMUNOLOGY EXPERTISE

CASE STUDY: ADULT VACCINE TRIAL: PROACTIVE ENGAGEMENT

STUDY DETAILS

- > Long-term, ten-year study participation
- > Maintain as many study participants as possible, especially during the lag years
- > Foster site/patient relationships to re-engage patients who did not attend their Year 1 visit
- > Engagement support required for 40 U.S.-based research sites

CHALLENGES

- > Four study visits at Years 1, 3, 5 & 10
- > Staff changes at sites
- > Late rollout of program
- > Patient relocation
- > Lost-to-follow-up potential

CAMPAIGN

- > Site Support
 - Program launch webcast for CRCs and biannual study newsletter
- > Patient Support (initial registration and launch)
 - Program introduction and registration packet with thank you card and \$10 gift card for registering
 - Thank you cards and \$10 gift cards for patients who completed Year 1
 - Reminder cards for patients who did NOT complete Year 1
- > Patient Support (ongoing visit years)
 - Thank you cards for all visits completed
 - Study reminder cards for all missed visits
 - Annual Happy New Year cards for all registered patients
 - Biannual patient newsletter
 - Email visit reminders in months preceding study visits
- > Patient Support (ongoing non-visit years)
 - Annual Happy New Year cards for all registered patients
 - Biannual patient newsletter

RESULTS

- > Beginning of study, attrition 27%
- > After Imperial involvement at Year 2
 - Attrition 6%
 - 19% reduction in segmented attrition rate
 - 3% increase in overall engagement (30.8%)

