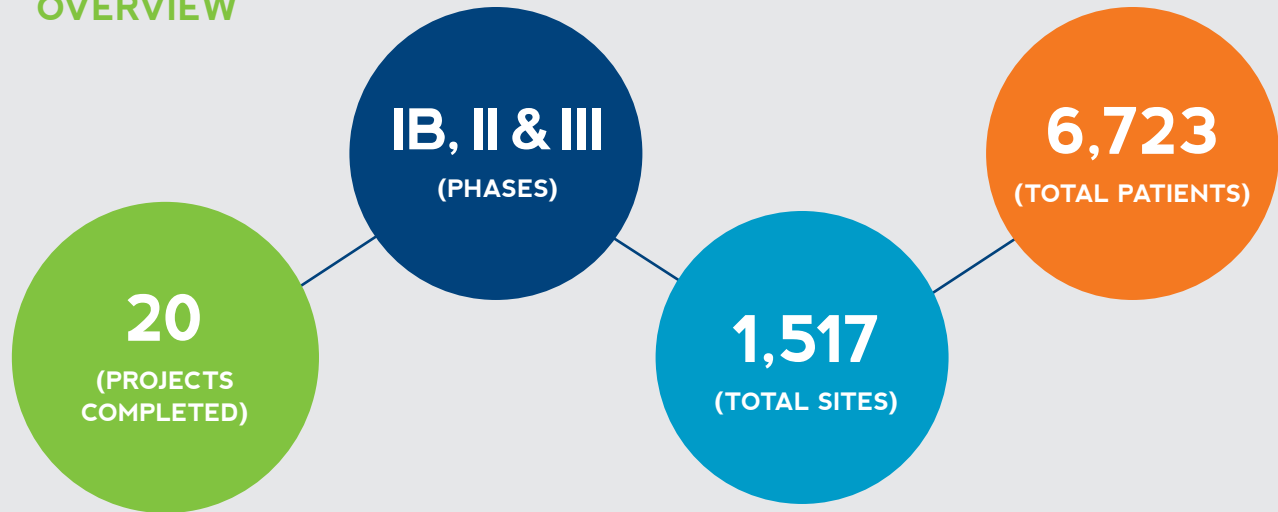




PATIENT ENGAGEMENT SERVICES ONCOLOGY EXPERTISE

OVERVIEW



INDICATIONS

- > Acute Lymphocytic Leukemia
- > Acute Myelogenous Leukemia
- > Acute Myeloid Leukemia
- > B-Cell Lymphoma
- > Bladder Cancer
- > Breast Cancer
- > Bronchoalveolar Carcinoma
- > Colorectal Cancer
- > Diffuse Large B-cell Lymphoma
- > Head and Neck Cancer
- > Lung Cancer
- > Malignant Melanoma
- > Mantle Cell Lymphoma
- > Metastatic Bone Cancer
- > Metastatic Melanoma
- > Multiple Myeloma
- > Non-Small Cell Lung Cancer
- > Non-Hodgkin's Lymphoma
- > Pancreatic Cancer
- > Richter's Syndrome
- > Uveal Melanoma

COUNTRIES

- > Argentina
- > Australia
- > Austria
- > Belgium
- > Brazil
- > Bulgaria
- > Canada
- > China
- > Croatia
- > Czech Republic
- > Denmark
- > Estonia
- > Finland
- > France
- > Germany
- > Greece
- > Hong Kong
- > Hungary
- > India
- > Ireland
- > Israel
- > Italy
- > Japan
- > Korea
- > Mexico
- > Netherlands
- > Norway
- > Poland
- > Portugal
- > Romania
- > Russia
- > Serbia
- > Singapore
- > Slovakia
- > Spain
- > Sweden
- > Switzerland
- > Taiwan
- > Thailand
- > United Kingdom
- > United States

PATIENT ENGAGEMENT SERVICES
ONCOLOGY EXPERTISE

**CASE STUDY: ONCOLOGY STEM CELL MOBILIZER
ENGAGEMENT PROGRAM**

STUDY DETAILS

- › 600 patients needed across two disease indications—multiple myeloma and non-Hodgkin’s lymphoma
- › Six months into study, less than 20 percent of patients enrolled
- › Academic centers and lengthy IRB approval for patient materials
- › Immediate intervention program targeted to site rejuvenation and physician awareness needed

IMPERIAL OBJECTIVES

- › Implement rejuvenation strategies for site staff and engagement initiatives
- › Provide site engagement tools and education on best practices for optimal outcomes from materials provided
- › Establish open and continuous communication with sites via teleconferences and newsletters to maintain momentum

CAMPAIGN

- › Site needs assessments to ascertain sites’ specific needs relative to study logistics
- › Comprehensive education and support program focused on patient engagement for MM and NHL
- › Study awareness materials targeting physicians and staff
- › Patient education and support materials to overcome study enrollment and implementation challenges, including a transportation assistance program

RESULTS

- › Eight-fold increase in enrollment over one year including sustained momentum over holiday periods

