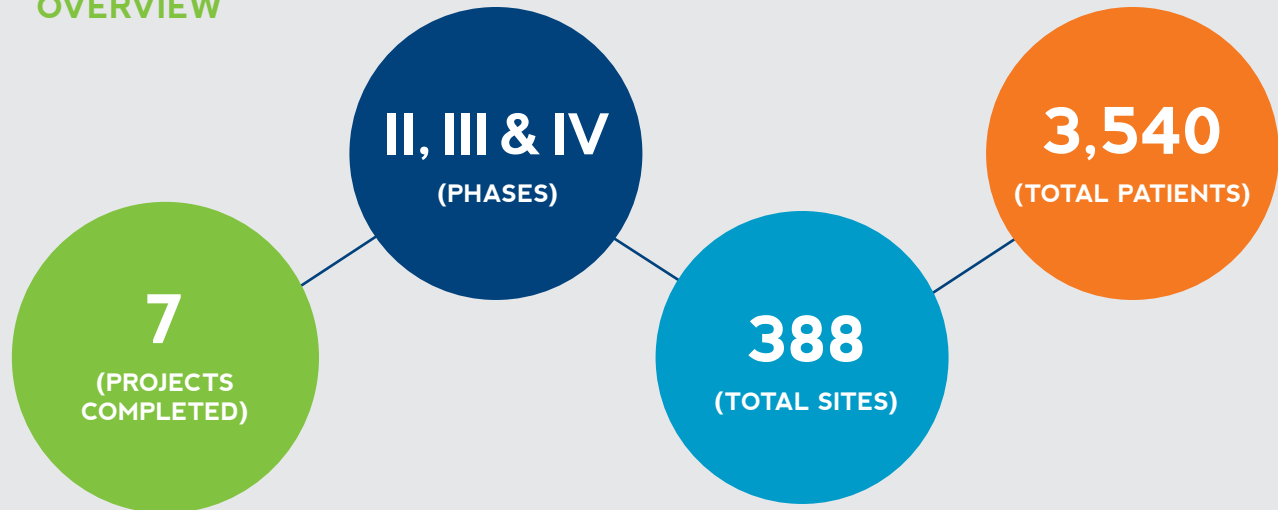




PATIENT ENGAGEMENT SERVICES PEDIATRIC EXPERTISE

OVERVIEW



INDICATIONS

- › Acne Vulgaris
- › Acute Lymphocytic Leukemia
- › Acute Myeloid Leukemia
- › Juvenile Rheumatoid Arthritis
- › Pediatric Vaccines (MMR, Hib)

COUNTRIES SUPPORTED

- › Canada
- › United States

CASE STUDY: ACNE VULGARIS ENGAGEMENT PROGRAM

STUDY DETAILS

- › Highly targeted engagement program
- › Six months in duration
- › U.S.-focused

IMPERIAL OBJECTIVES

- › Accelerate engagement for an acne vulgaris program
- › Strengthen site relationships and provide site support
- › Facilitate the consent of 64 randomized patients over a six-month enrollment period
- › Increase study awareness

PATIENT ENGAGEMENT SERVICES
PEDIATRIC EXPERTISE

CASE STUDY: ACNE VULGARIS ENGAGEMENT PROGRAM (CONTINUED)

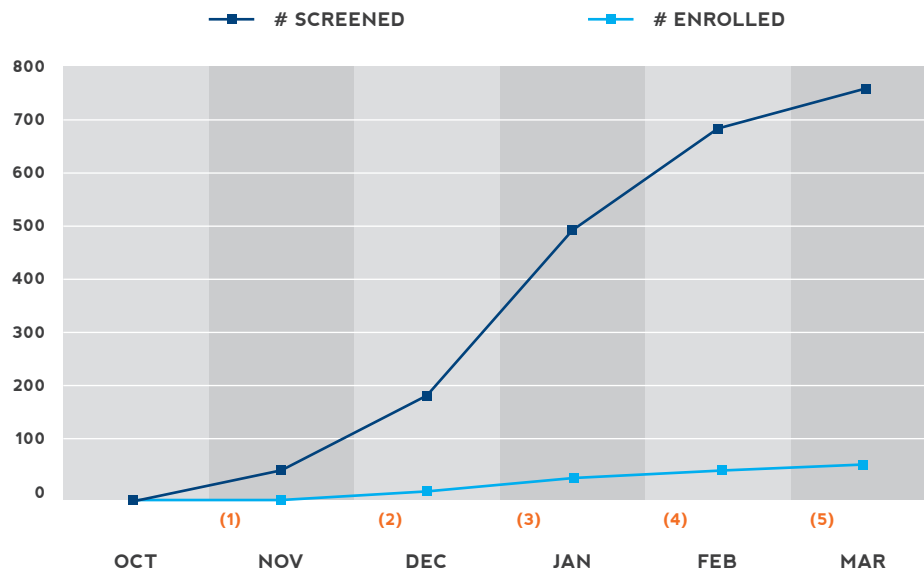
CAMPAIGN

- > Engagement materials/kits for sites
- > Community outreach
- > Targeted physician referral program
- > Radio and print advertising
- > Coordinator appreciation packages
- > Call center support

RESULTS

- > 2,066 referrals, 900 screened subjects, 64 randomized patients
- > Met enrollment goal in six months
- > Advertising outcomes
 - Print - 233 responses
 - Radio - 2,597 responses/2,073 referrals

CUMULATIVE ENROLLMENT PROGRESSION



- (1) 1st round of advertising started and continued through the 3rd week of December
- (2) Engagement kits distributed to all central sites
- (3) 2nd round of advertising started and ran the entire month
- (4) 3rd round of advertising started and ran the entire month
- (5) 4th round of advertising started the 1st week of March and ran for 2 weeks

Newsletters were distributed monthly for the duration of the trial.