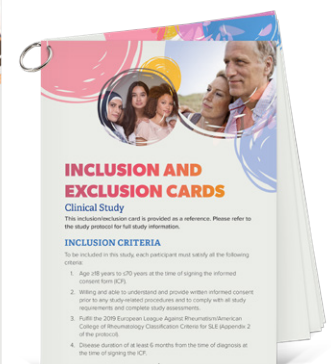
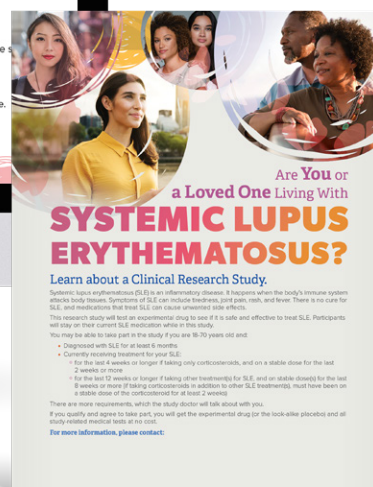


Systemic Lupus Erythematosus (SLE)

STUDY SPOTLIGHT



Creative Process

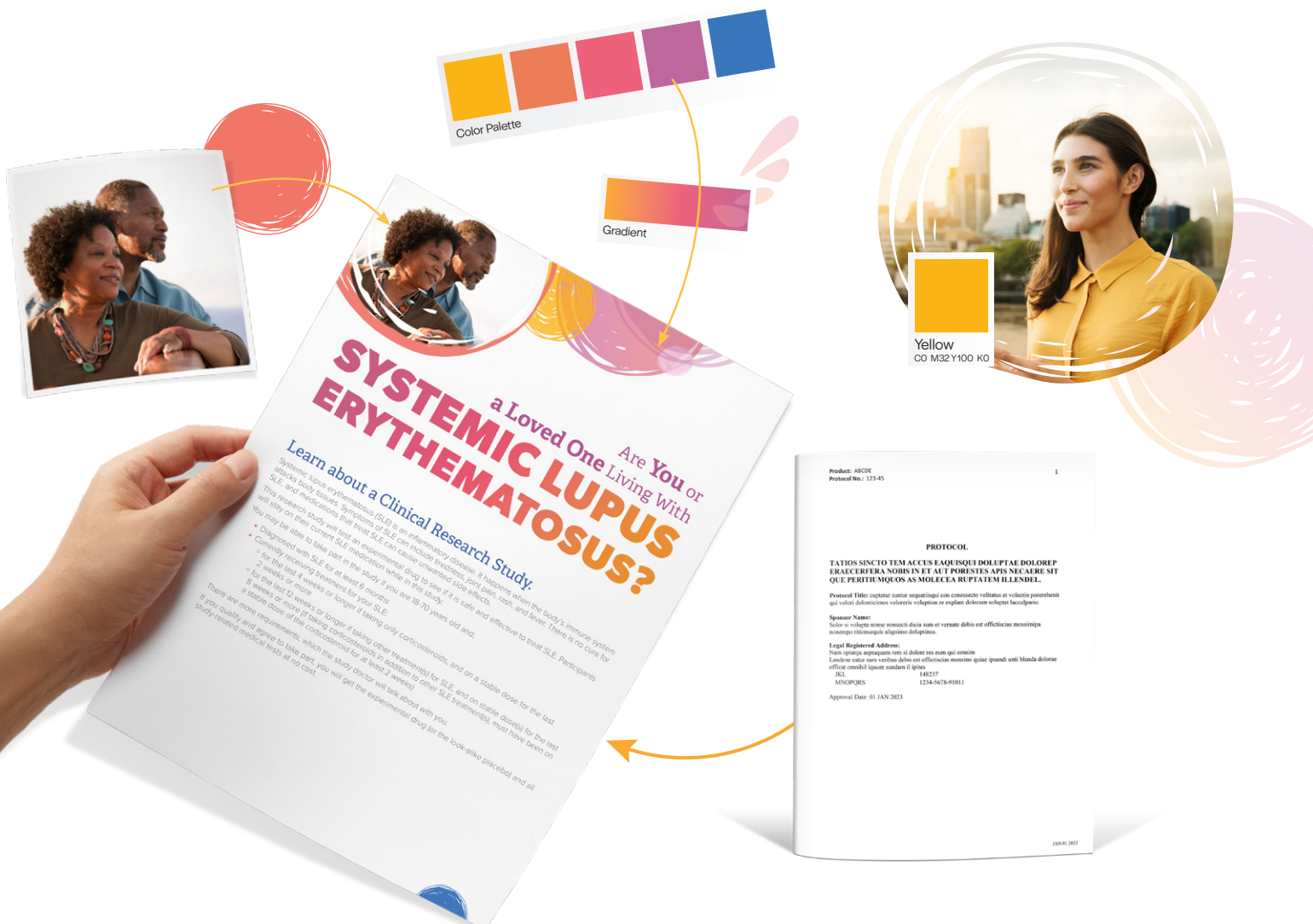
Imperial's award-winning creative team created digital tools and printed materials for an SLE study evaluating an investigative monoclonal antibody. These items needed to connect and stand out with: patients, physicians, and sites.

We met with the sponsor's study team to get their perspective on the study. This included the indication, study details, and any expected patient recruitment challenges. Working with that information, plus studying the protocol and ICF and reviewing online resources, we wrote protocol-compliant text for the patient and professional materials.

The Imperial design team created study branding: the look and feel that would carry across all study materials. Photographs were selected that represented SLE patients who could qualify for the study.

Colors and graphic elements were selected to complement the study, stand out, and capture the attention of SLE patients and referring physicians.

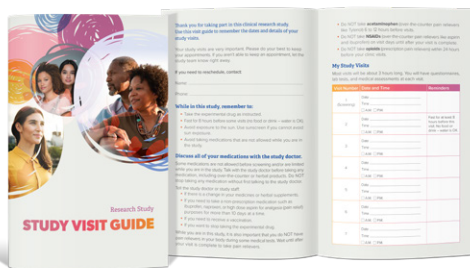
The text and graphic treatment were created together strategically to promote the study, garner referrals, enhance engagement, and support research sites with their recruitment and retention efforts.



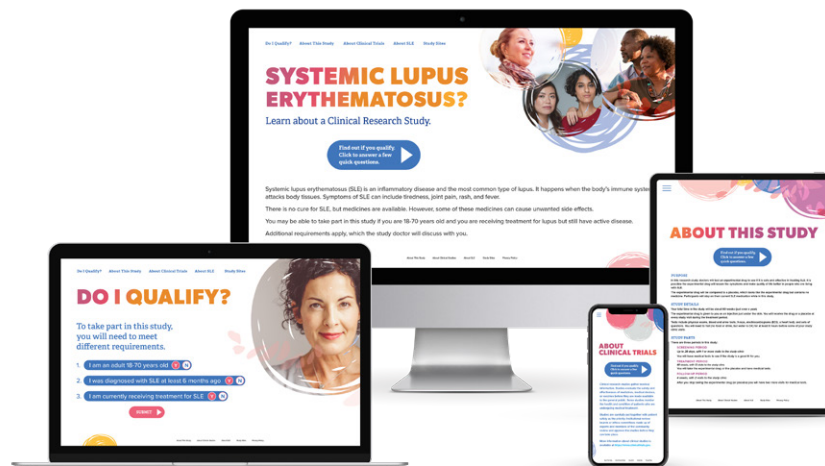
Poster, Flyer, Brochure

The poster is designed to capture the attention of people passing through health care environments, including hospitals and doctors' offices. It alerts individuals about the study and provides a brief introduction.

The brochure is also a take-home tool. It contains detailed study information that further helps the potential participant to decide whether participating in the study may be a good option.



This robust patient tool bolsters retention efforts by promoting participation and compliance. It features the participant's study appointment schedule, study requirements, and fasting reminders.

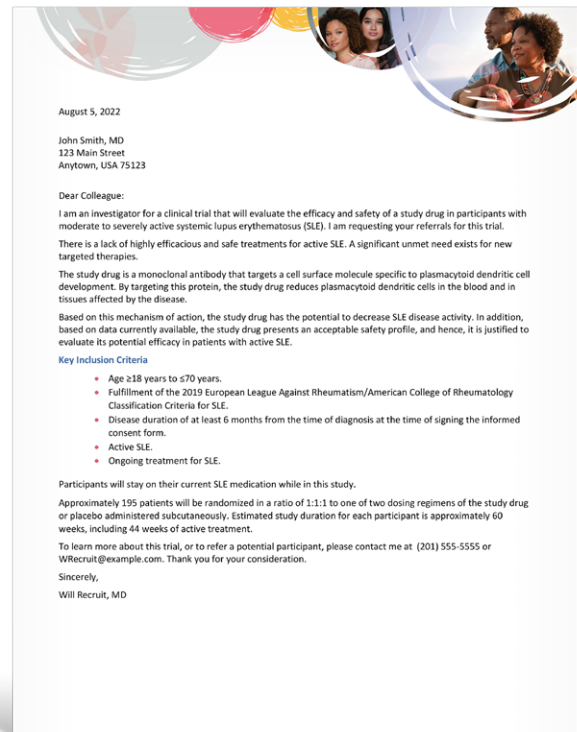
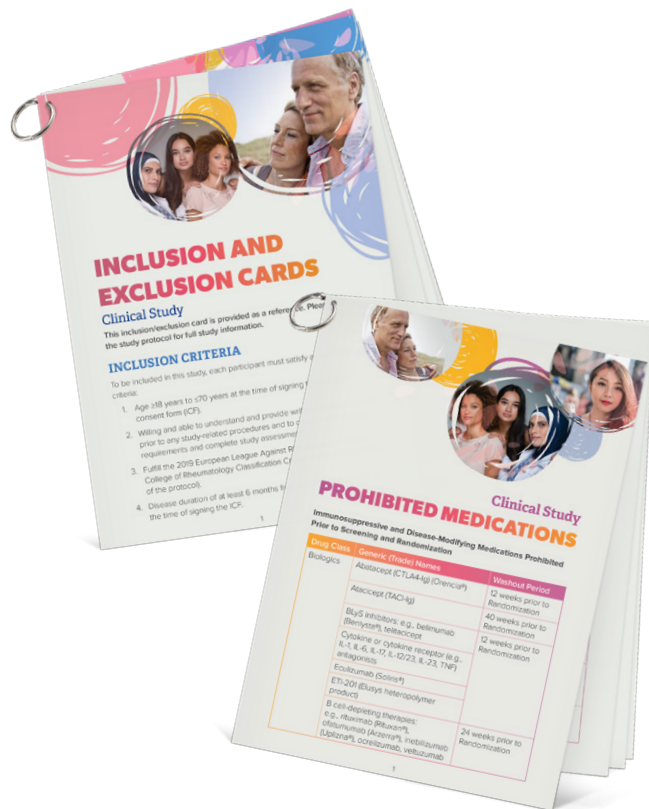


The website introduces the study to potential participants. Features include information about the study and the indication. A short prescreener allows the user to determine if they pre-qualify to participate and to contact a nearby study site.

Study Site Support

Physician Referral Letter

This communication, available in digital as well as printed form, utilizes the doctor/patient relationship by requesting SLE patient referrals from physicians.



Inclusion-Exclusion Cards Prohibited Medications List

These attractive and conveniently sized tools simplify recruitment and compliance for site staff members by placing important information right at hand and reducing the need to pore through the study protocol.

Let's discuss strategies to connect your study with patients, physicians, and sites.

Imperial has the expertise and tools to make your study a success.

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