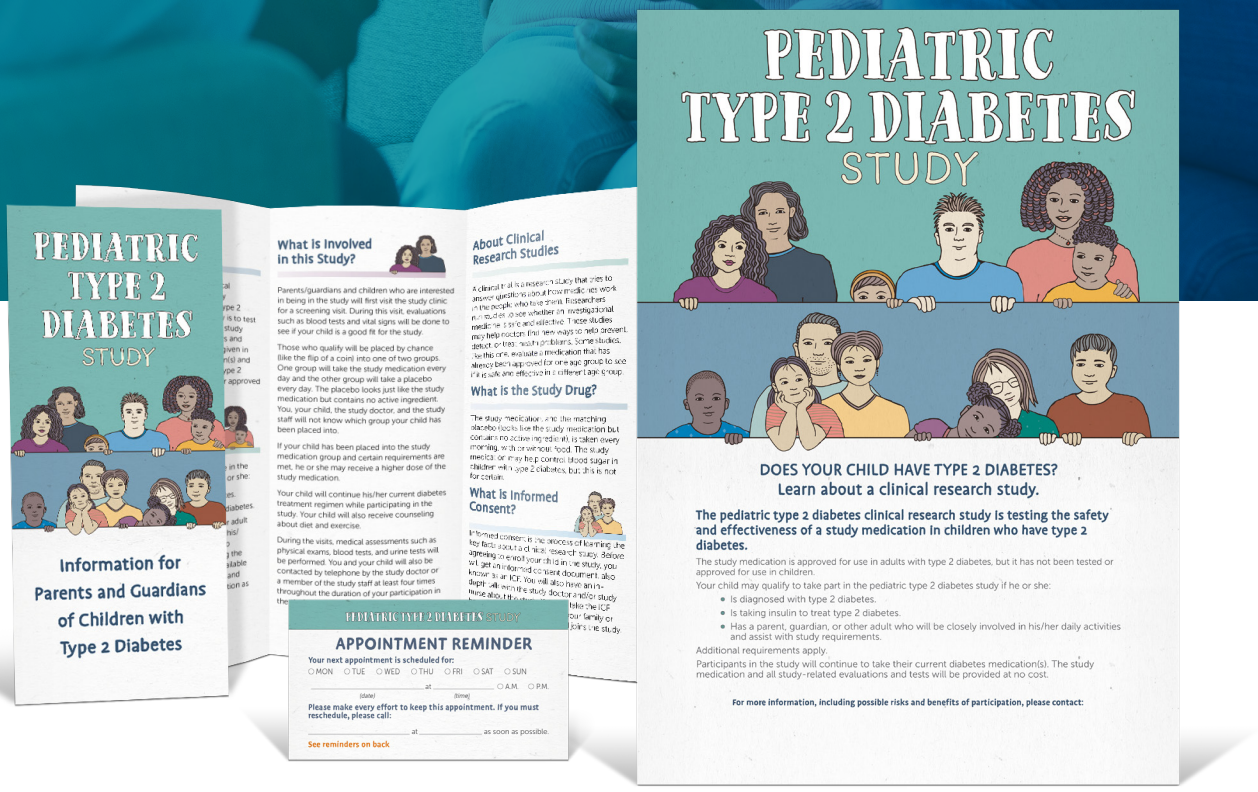
IMPERIAL
CLINICAL RESEARCH SERVICES

Pediatric Type 2 Diabetes

STUDY SPOTLIGHT



Creative Process

Imperial created printed materials and digital tools for a pediatric type 2 diabetes study for participants 10-17 years old. Pediatric studies require special attention to ensure appeal to youngsters as well as parents and guardians.

Imperial team members met with the sponsor's study team to get their unique perspective on the study, including the indication, study details, and any expected patient recruitment challenges. Working with that information plus, studying the protocol and ICFs, and conducting in-depth research of the indication and the patient population and demographics, we wrote protocol-compliant text for the patient and professional materials.

Study branding was developed to create the look and feel that would carry across all the materials. Drawings were used to appeal to the patient 10-17-year-old age group, parents and caregivers. The colors and graphic elements selected were all strategic decisions to complement the study, stand out, and capture the attention of the patients, their parents/guardians, and referring physicians.

This design concept was then applied through the development of print and digital tools to promote the study, garner referrals, enhance engagement, and support research sites with their recruitment and retention efforts.

Patient-Facing Materials

Participant Video

The study video is an engaging educational recruitment tool for potential participants and their parents/guardians. The video presents a general overview of clinical studies, specific details about the type 2 diabetes study, and what the participants and parents/guardians can expect. Imperial provided all facets of scripting, design, and production.

Appointment Reminder Card, Poster, Brochure, Visit Procedure Guide

These pieces bring the study to the attention of potential participants and their parents/guardians.

The poster is designed to alert parents/guardians about the study. It is placed in health care environments such as hospitals and physician offices.

The brochure is also a take-home tool that contains additional information, including types of medical tests, number of visits, the study drug, and the informed consent process.

Web Assets

Banner and social media ads allow sites and advocacy groups to use the power of their websites and social media sites to create study awareness across the patient population.

Patient Letter

This letter contains study information and an invitation for the parent/guardian to discuss the study directly with the study physician. It is formatted to be customized with the physician and parent mailing information.

Study Site Materials

Physician Referral Letter
Physician Referral PowerPoint Presentation

This customizable letter allows the investigator to request referrals from physicians treating participants that might qualify for the study.

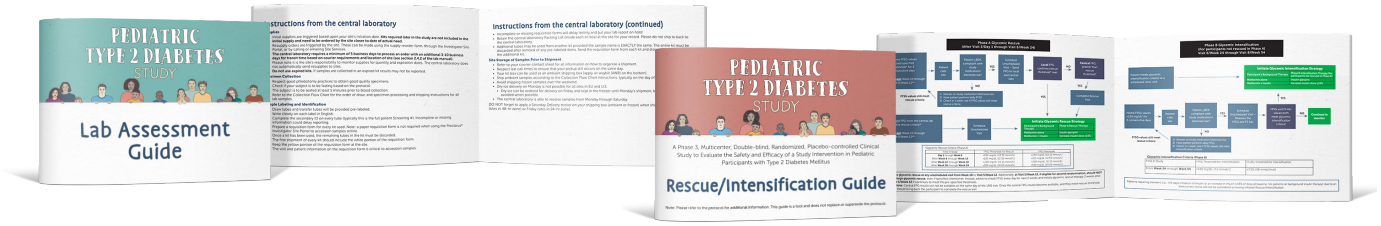
This PowerPoint presentation is an effective communication tool for sites and study physicians to inform potential referring physicians about the study. This presentation features high-level study information, including key inclusion and exclusion criteria. This tool can be used for in-person or virtual meetings.

Inclusion-Exclusion Cards

Full inclusion and exclusion criteria are featured in a convenient card-size format to simplify the patient screening process.

Discontinuation Cards

These convenient-size cards provide site staff with the criteria and procedures required for discontinuing the study medication due to adverse events.



Lab Assessment Guide, Rescue/Intensification Guide

This guide contains visit-by-visit lab sampling instructions, including protocol-driven requirements for sample collection, labeling, identification, storage, and shipping.

The criteria and strategies for participants requiring glycemic rescue therapy or intensification at different study visits are presented in a convenient format.

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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