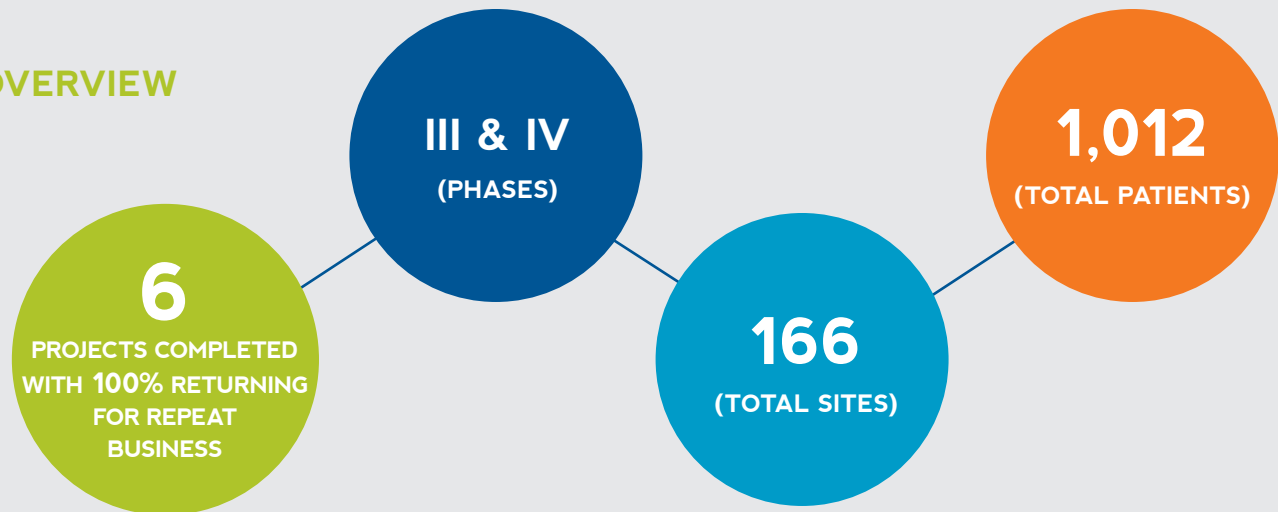




DERMATOLOGY EXPERTISE

OVERVIEW



INDICATIONS

- > Acne Vulgaris
- > Bunion
- > Cutaneous Melanoma
- > Psoriasis (2 Protocols)
- > Venous Leg Ulcers

COUNTRIES SUPPORTED

- > Canada
- > United States

CASE STUDY: ACNE VULGARIS ENGAGEMENT PROGRAM

STUDY DETAILS

- > Highly targeted engagement program
- > 6 months in duration
- > United States 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 6-month enrollment period
- > Increase study awareness

DERMATOLOGY EXPERTISE

CASE STUDY: ACNE VULGARIS ENGAGEMENT PROGRAM (CONTINUED)

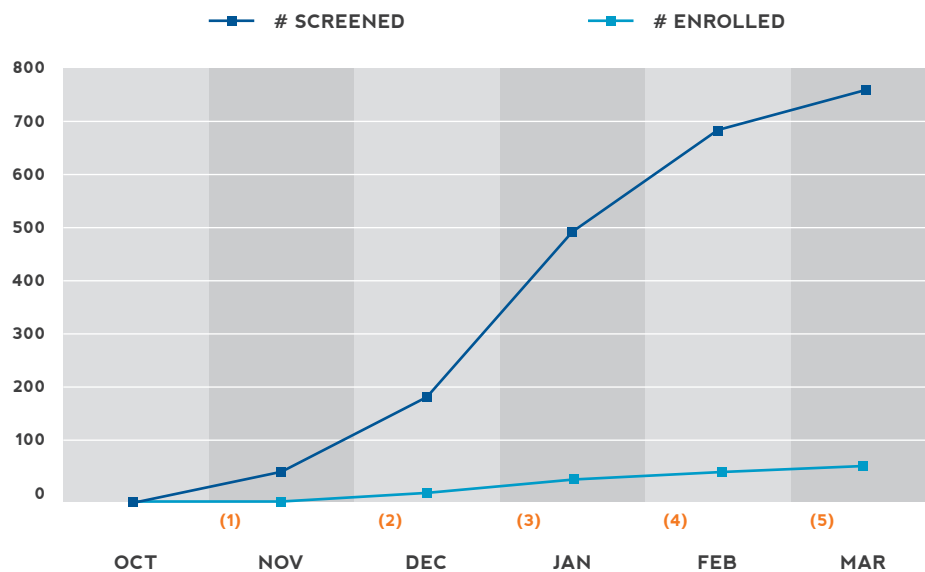
CAMPAIGN

- > 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 6 months
- > Advertising outcomes
 - Advertising mediums
 - Print - 233 responses
 - Radio - 2,597 responses / 2,073 referrals

CUMULATIVE ENROLLMENT PROGRESSION



- (1) First round of advertising started and continued through the third week in December
- (2) Engagement kits distributed to all central sites
- (3) Second round of advertising started and ran the entire month
- (4) Third round of advertising started and ran the entire month
- (5) Fourth round of advertising started the first week of March and ran for 2 weeks

Newsletters were distributed monthly for the duration of the trial.