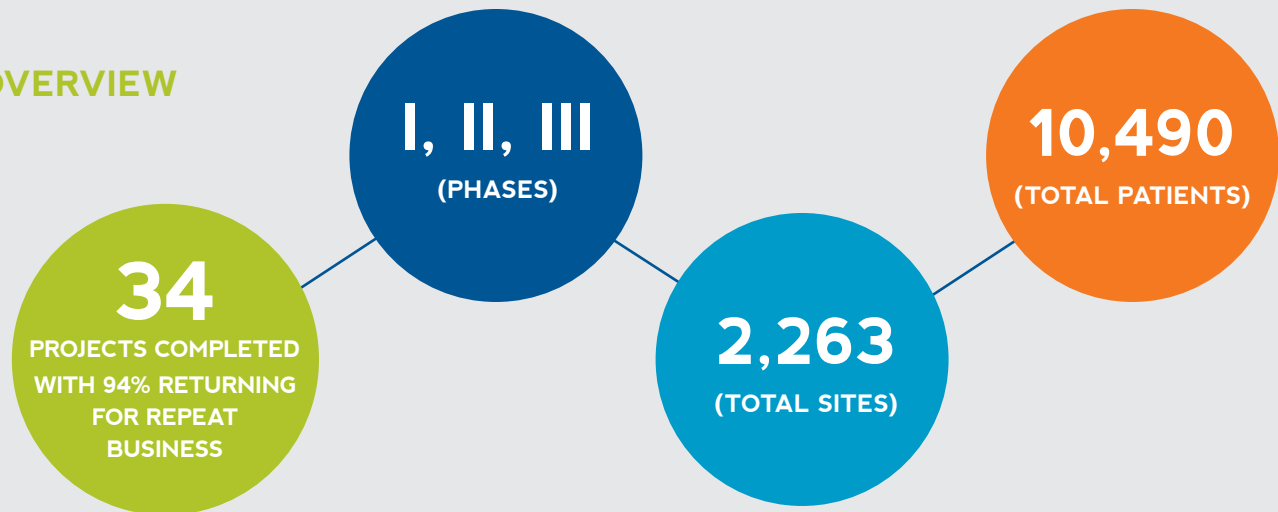




## INFLAMMATORY DISEASE EXPERTISE

### OVERVIEW



### INDICATIONS

- > Acne Vulgaris
- > COPD (3 Protocols)
- > Crohn's Disease
- > Gout
- > Hepatitis
- > Juvenile Rheumatoid Arthritis
- > Lupus
- > Multiple Sclerosis (8 Protocols)
- > Raynaud's Phenomenon
- > Rheumatoid Arthritis (13 Protocols)
- > Ulcerative Colitis (3 Protocols)
- > Undifferentiated Arthritis

### COUNTRIES SUPPORTED

- > Argentina
- > Australia
- > Austria
- > Belarus
- > Brazil
- > Bulgaria
- > Canada
- > Chile
- > Colombia
- > Croatia
- > Czech Republic
- > Denmark
- > Estonia
- > Finland
- > Germany
- > Greece
- > Hungary
- > India
- > Ireland
- > Israel
- > Italy
- > Korea
- > Latvia
- > Lebanon
- > Lithuania
- > Mexico
- > Morocco
- > Netherlands
- > New Zealand
- > Norway
- > Philippines
- > Poland
- > Portugal
- > Romania
- > Russia
- > Serbia
- > Singapore
- > Slovakia
- > South Africa
- > Spain
- > Sweden
- > Switzerland
- > Taiwan
- > Thailand
- > Tunisia
- > Turkey
- > Ukraine
- > United Arab Emirates
- > United Kingdom
- > United States

# INFLAMMATORY DISEASE EXPERTISE

## CASE STUDY: RHEUMATOID ARTHRITIS RESCUE ENGAGEMENT PROGRAM

### STUDY DETAILS

- › 1,050 randomized subjects
- › Diagnosis of rheumatoid arthritis with disease duration greater than 3 months
- › Received methotrexate for at least 3 months and on a stable dose for the last 4 weeks
- › Have active disease defined as 6+ swollen and 6+ tender joints due to RA
- › Patients must be biologic-naïve
- › Rescue program

### OBJECTIVES

- › Develop and implement a multifaceted comprehensive communications program to engage and educate individuals about the potential benefits of participating in the clinical trial
- › Create awareness of the clinical trial through various media
- › Generate traffic to the trial listing and study website
- › Position the trial as an option for men and women who present with active RA

### CAMPAIGN

- › Site relationship building
- › Local advertising (TV, magazine, etc.)
- › Community outreach
- › Local advertising
- › Direct mail
- › Web-based advertising (search engines, health-related website)

### RESULTS

- › Doubled enrollment rate within 1 month and maintained throughout course of enrollment
- › Client goal of 1,050 patients reached within projected timelines
- › Repeat business from client within 1 month of contract completion
- › Earned risk-share and achieved bonus compensation