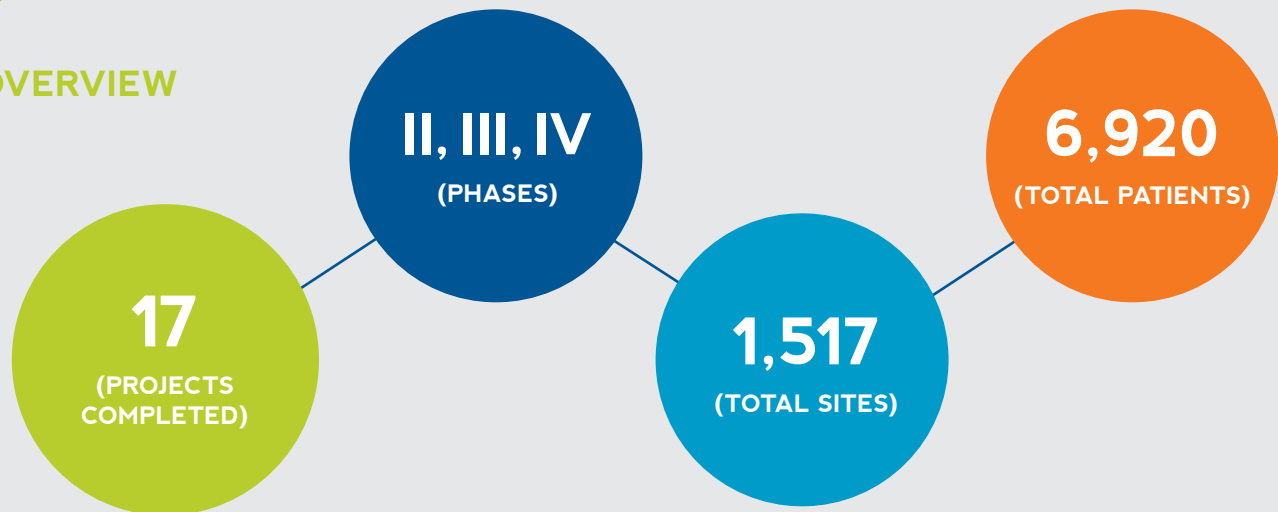




PULMONOLOGY EXPERTISE

OVERVIEW



INDICATIONS

- > Asthma in Pregnancy
- > Bronchiectasis (2 Protocols)
- > Chronic Obstructive Pulmonary Disease (5 Protocols)
- > Idiopathic Pulmonary Fibrosis (IPF)
- > IPF with Pulmonary Hypertension
- > Non-Small Cell Lung Cancer (2 Protocols)
- > Pneumonia
- > Pulmonary Arterial Hypertension

COUNTRIES SUPPORTED

- > Argentina
- > Australia
- > Belgium
- > Brazil
- > Bulgaria
- > Canada
- > Chile
- > Croatia
- > Czech Republic
- > Finland
- > France
- > Germany
- > Greece
- > Hungary
- > Italy
- > Korea
- > Lebanon
- > Malaysia
- > Morocco
- > Netherlands
- > Poland
- > Portugal
- > Romania
- > Russia
- > Serbia
- > Singapore
- > Slovakia
- > Spain
- > Sweden
- > Switzerland
- > Taiwan
- > Tunisia
- > Turkey
- > Ukraine
- > United Arab Emirates
- > United Kingdom
- > United States

CASE STUDY: CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD) RECRUITMENT PROGRAM

STUDY DETAILS

- > 56-week study investigating effectiveness, safety and tolerability of medication on exacerbation rate and pulmonary function in COPD patients
- > Challenges included: documentation of the COPD exacerbation, pulmonary function test at each visit and travel for patients with severe COPD

PULMONOLOGY EXPERTISE

CASE STUDY: COPD RECRUITMENT PROGRAM (CONTINUED)

IMPERIAL OBJECTIVES

- > Imperial conducted site calls to discuss recruitment plans for individual investigators.
- > The study team identified 30 sites to conduct on-site visits and community outreach. Imperial evaluated sites that used community outreach and physician outreach strategies and conducted extensive research in identifying outreach opportunities.
- > Imperial researched and identified web marketing opportunities to further enhance study visibility.

CAMPAIGN

- > Revitalize sites after 6 months of slow enrollment with training and site consultation calls to help build morale and assist in developing a contingency plan specific to recruitment.
- > Design and develop an aggressive patient-focused web marketing campaign and enhance study website visibility with banner advertisements and clinical trial listings among professional and support group organizations.
- > Institute an aggressive outreach program targeting specialty outpatient health care facilities, smoking cessation clinics and walk-in urgent care centers to display study information and build study awareness.
- > Recruitment strategies aimed at sites, communities and physician and health care providers included:
 - Study branding
 - Study awareness materials for sites
 - Recruitment kits
 - Community outreach
 - Oxygen providers
 - Physician outreach
 - Physician email campaign—patient accrual
 - Physician email campaign—site identification
 - Targeted advertising
 - Study website
 - Direct mail
 - E-notifications
 - Study newsletter development and distribution
 - Patient wellness kits
 - Retention card kits
 - Transportation assistance
 - Site liaison visits
 - Ongoing site communication and correspondence
 - Recruitment tips

RESULTS

- > Recruitment workshop held in mid-September
- > Recruitment initiatives IRB approved and rolled out to sites in early January
- > Enrollment goal met in May

ENROLLMENT PROGRESSION

Impact of Recruitment Program on Monthly Enrollment Increases

