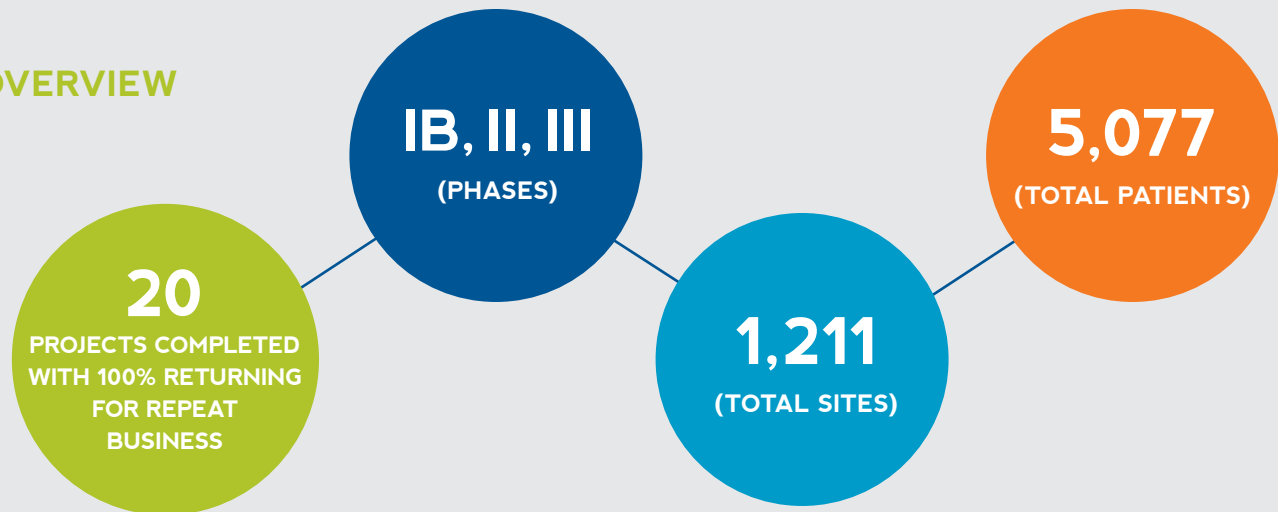




## RHEUMATOLOGY EXPERTISE

### OVERVIEW



### INDICATIONS

- > Fibromyalgia
- > Gout
- > Juvenile Rheumatoid Arthritis
- > Lupus
- > Musculoskeletal Pain
- > Osteoarthritis
- > Osteoporosis
- > Raynaud's Phenomenon
- > Rheumatoid Arthritis (13 Protocols)
- > Undifferentiated Arthritis

### COUNTRIES SUPPORTED

- > Argentina
- > Belgium
- > Brazil
- > Bulgaria
- > Canada
- > Chile
- > Colombia
- > Croatia
- > Czech Rep.
- > Finland
- > France
- > Germany
- > Greece
- > Italy
- > Lebanon
- > Morocco
- > Netherlands
- > Philippines
- > Poland
- > Portugal
- > Romania
- > Russia
- > Serbia
- > Singapore
- > Slovakia
- > Spain
- > Sweden
- > Switzerland
- > Taiwan
- > Thailand
- > Tunisia
- > Turkey
- > Ukraine
- > United Arab Emirates
- > United Kingdom
- > United States

# RHEUMATOLOGY EXPERTISE

## CASE STUDY: PAIN/ARTHRITIS

### STUDY DETAILS

- > Rescue campaign
- > 1,050 patients

### CHALLENGES

- > Disease duration  $\geq 3$  months and  $\leq 3$  years
- > Methotrexate-naïve or have taken  $\leq 3$  doses

### SOLUTIONS

- > Drive potential patients to self-identify via an aggressive direct-to-patient engagement campaign
- > Provide ongoing education and support to sites and study CRAs
- > Provide ongoing education and support to patients and caregivers

### CAMPAIGN

- > Fostered site relationships
- > National advertising
  - TV
  - Radio
  - Magazine
- > Community outreach
- > Local advertising
  - Newspaper
- > Direct mail
- > Web-based advertising

### RESULTS

- > Doubled enrollment 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