

#### **INDICATIONS**

- > Acne Vulgaris
- > Acute Lymphocytic Leukemia
- > Acute Myeloid Leukemia
- > Juvenile Rheumatoid Arthritis
- > Pediatric Vaccines (MMR, Hib)

## **COUNTRIES SUPPORTED**

- Canada
- United States

## CASE STUDY: ACNE VULGARIS ENGAGEMENT PROGRAM

#### STUDY DETAILS

- > Highly targeted engagement program
- > Six months in duration
- > U.S.-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 six-month enrollment period
- > Increase study awareness

# CASE STUDY: ACNE VULGARIS ENGAGEMENT PROGRAM (CONTINUED)

#### **CAMPAIGN**

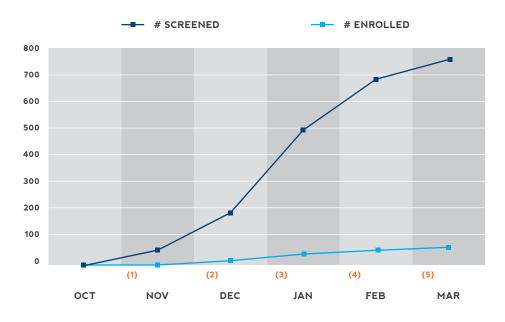
- Engagement materials/kits for sites
- Community outreach
- > Targeted physician referral program

- > Radio and print advertising
- Coordinator appreciation packages
- Call center support

#### **RESULTS**

- > 2,066 referrals, 900 screened subjects, 64 randomized patients
- > Met enrollment goal in six months
- Advertising outcomes
  - Print 233 responses
  - Radio 2,597 responses/2,073 referrals

## **CUMULATIVE ENROLLMENT PROGRESSION**



Newsletters were distributed monthly for the duration of the trial.

- (1) 1st round of advertising started and continued through the 3rd week of December
- (2) Engagement kits distributed to all central sites
- (3) 2<sup>nd</sup> round of advertising started and ran the entire month
- (4) 3<sup>rd</sup> round of advertising started and ran the entire month
- (5) 4<sup>th</sup> round of advertising started the 1<sup>st</sup> week of March and ran for 2 weeks