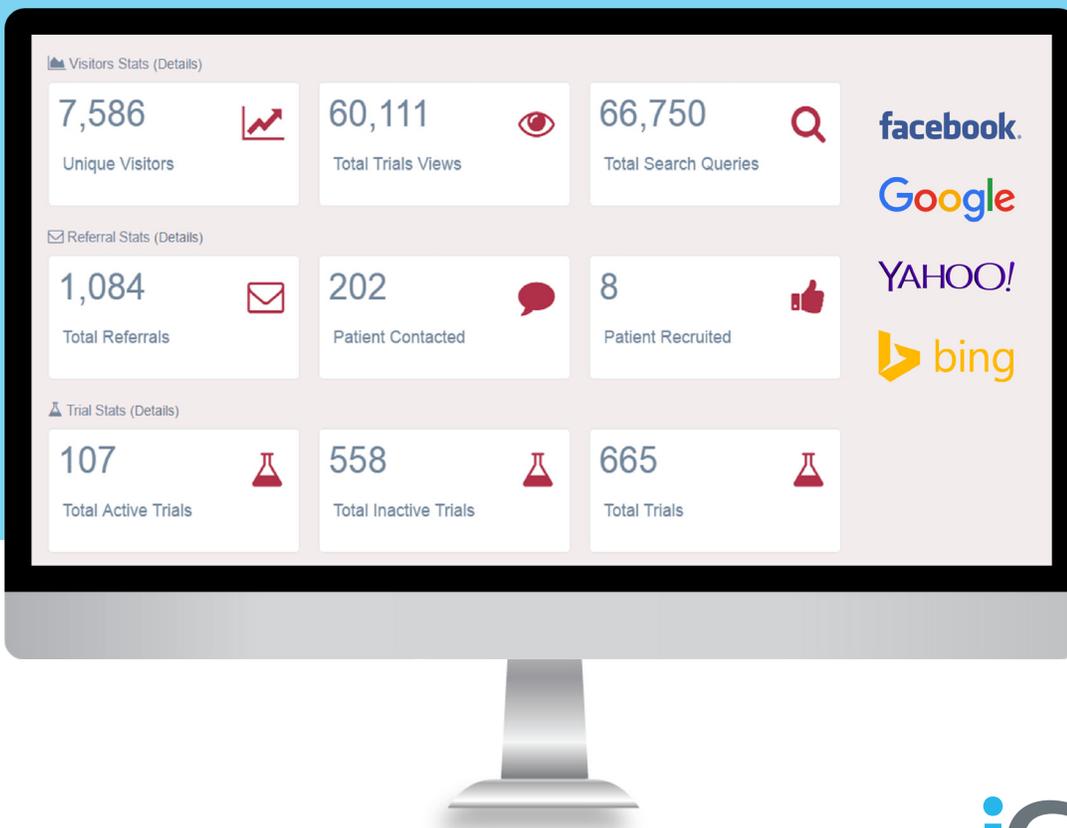




Track, manage and enhance patient recruitment performance... in minutes.



Tracking and Managing Patient Recruitment Tactic Performance, Spend and Follow Through

iConnect is the industry's first purpose-built Patient Recruitment Platform that empowers study teams to quickly configure, promote and track global patient recruitment programs in minutes. The iConnect solution has been deployed at leading tier one pharmaceutical companies, major academic medical centers, patient advocacy groups, and leading eHealth communities that help drive more than 250,000 unique patients per month to the trials listed on CenterWatch.com. iConnect, in partnership with Trialx, can now provide sponsors, sites, and investigators with detailed reports on how patients first learn about a study, what drives patients to complete the pre-screener, and how many patients make it through each stage of the recruitment funnel, including cost per patient screened, consented and enrolled. The iConnect solution includes the following benefits:

- > **"Intelligent" Trial Listings** – Study teams can quickly configure new intelligent trial listings that adhere to the most recent clinicaltrials.gov guidelines. In addition, iConnect tracks where patients come from, what keywords lead them to the study, and whether they contacted the site and enrolled in the study. Each new trial listing is syndicated to the CenterWatch/CISCRP advocacy and eHealth networks.
- > **Self-Configurable Study Websites with Pre-Screeners** – iConnect features study websites with patient pre-screeners that can be added to any 'Intelligent' trial listing in minutes using an intuitive user interface that requires no programming skills. The websites track the source of each patient visit including whether or not they enrolled.
- > **Media Buying & Campaign Tracking Tools** – iConnect programmatically develops intelligent URLs, e-mails, and telephone trackers in over 100 countries to track the effectiveness and return on investment (ROI) of each outreach tactic used to promote the study. In addition, iConnect includes a media buying module to promote your study online or through social media. Every campaign is tracked at the keyword, tactic, campaign, and enterprise level providing unprecedented ROI tracking.

WCG/CenterWatch Syndication Network

iConnect includes more than 2,300 study sites and 160,000 investigators that are part of the WCG Global Research Network™, in addition to all the major search engines including Yahoo!™, Google™ and Bing™. iConnect is also partnering with the largest social media firms, leading eHealth sites, and patient advocacy groups in the world to continue to build awareness about clinical research with the general public.

To learn more about iConnect go to www.epharmasolutions.com/our-solutions | info@wcgclinical.com

