

# WCG Patient Engagement Services

## WCG Offers a Full Suite of Services to Maximize Enrollment for Your Study

We execute customized recruitment and enrollment strategies aimed at maximizing value for you, the sites and the patients.

### Chart Reviews™

- Rapidly and efficiently identifies protocol-eligible patients within sites' own databases
- Outreach to and pre-screening of patient candidates
- Complies with US and International Patient Privacy Laws
- Experience with hundreds of sites throughout North America, Latin America, Eastern/Western Europe and the Middle East

### Enrollment Assistants™ (EA)

- Study-dedicated site staffing provided by WCG
- Temporary, full or part-time
- An "extra pair of hands" to keep recruitment on track

### Site and Patient Support Materials

- IRB-approved, study-branded materials such as brochures, posters and flyers to engage patients
- Patient-centric and informative using language patients can understand
- Support for patient retention and compliance
- Maintain top-of-mind awareness with site staff
- Low-cost method to create study awareness present at and around your study sites

### Media Advertising

- In-house Senior Director of Patient Outreach with 11+ years of clinical research media buying experience
- Cost-effective outreach to identify study candidates
- Targets the high percentage of patients interested in clinical research
- Broadcast and print options tailored to deliver lowest cost-per-response
- Customized by geographic area and site

### CLINICAL RESEARCH STUDY CREATIVE SAMPLES

The image displays several creative samples for a clinical research study on acne treatment. The main focus is a brochure titled "PUT YOUR BEST FACE FORWARD. AND ACNE BEHIND YOU." by MyAcneTrial.com. The brochure features a woman's face and includes sections for "Am I Eligible?", "Why Participate?", "About the Study", and "What's Next?". It lists eligibility criteria: 16-55 Years Old, Moderate to Severe Acne, and Medically Healthy. A call to action says "Visit Us Today! MyAcneTrial.com To See if You Qualify!". Other samples include a poster with a man's face and the text "ACNE STARING BACK AT YOU? STOP HIDING YOUR FACE.", and a flyer with a woman's face and the text "Explore your opportunity to be part of a new study investigating a topical gel for its effectiveness on moderate to severe acne." The MyAcneTrial.com logo is visible on all materials.

## Online Advertising

- Social media marketing and study promotion
- Marketing to opted-in patients by disease category and therapeutic area
- Dedicated study website development and optimization

## Patient Interaction Center® (PIC)

- Our unique patient call center is available 24/7/365
- Thorough pre-screening using IRB-approved screening guide
- Appointment scheduling and warm transfers
- Prompt follow-up with each patient candidate
- Multilingual Nurse and non-nurse agents

## Community Health Talks®

- Invitation-only seminars for pre-qualified study candidates
- Investigator-led presentation and Q&A based on informed consent
- Patient-friendly setting—on average, over 90% of attendees request office screening visit
- Easy and efficient—WCG handles all meeting setup, planning and registration

## Site Support

- Effective partnering with sites to ensure no patients “fall through the cracks”
- WCG’s Site Services staff have clinical and/or site experience, so they know exactly how to work well with sites to help, rather than burden
- Maximizes the screening and enrollment process to get the most value out of your recruitment investment
- Tailored to meet the unique needs of every site

## My-Patient.com®

- Proprietary patient recruitment, enrollment, management and retention tool
- Secure, encrypted data storage, access and transmission
- Provides sponsors and CROs with 24/7 access to site and program updates and results
- Ensures consistent, accurate screening using an IRB-approved sponsor-approved screening guide, resulting in the highest quality referrals possible
- Complies with HIPAA, HITECH, Canadian and EU data privacy requirements

## CLINICAL RESEARCH STUDY CREATIVE SAMPLES



## Program Management

- dedicated Program Manager with years of patient recruitment experience and success
- Single point of contact to ensure optimum communication and results
- Oversees and directs all of the WCG efforts and resources
- Monitors and manages the entire recruitment portion of the program so that the study manager can focus on other critical tasks
- Highly proficient in understanding and using the data and information generated to optimize the program results

## Performance-Based Pricing

- WCG pays for all of the outreach costs and earns money based on delivering results
- You pay only for what you need
- Transportation Services
- Alleviate transportation barriers for patients
- Coordinate rides for patients to get to and from study visits

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- All administrative work is handled