



CCG Clinical Trial US and Global Case Studies

Information discussed herein is CONFIDENTIAL and for internal discussion purposes only.

CLINICAL TRIAL RARE DISEASE PATIENT ADVISORY BOARD MEETING

What

Convene a group of HLH patient advocates including disease specific, family foundations and rare disease groups.

GOAL: Drive greater understanding of HLH patient and carer experience, obtain relevant insights to better design clinical trials to insure recruitment and endpoint data success.

How

- Explore challenges from point of diagnosis, treatment , survivorship and beyond
- Identify unmet needs and gaps in disease education
- Discuss evolving HLH treatment landscape
- Understand obstacles for clinical trial participation, i.e. travel, carers, access to trial sites, financial, etc.
- Brainstorm a vision for what improvements in HLH awareness and support is needed
- Create a forum for on-going dialogue around shared priorities for structuring trials to ensure recruitment and sustained participation

Outcomes

- Full day meeting at company headquarters uniting advocates and appropriate cross-function staff
- Gained critical insights to align with clinical trial design and trial access points
- Appreciation from all participates to being brought in early
- Consensus to continue bi-directional discussions



BUILDING ON BROTHER'S LOVE



Case Study #2

CLINICAL TRIAL SURROUND SOUND THROUGH INNOVATIVE COLLABORATIONS

The ARISE-HF trial is evaluating the effectiveness and safety of an oral investigational drug called AT-001 in adults with Diabetic Cardiomyopathy.

ARISE-HF

ARISE-HF
Get to the Heart of the Matter:
Understanding Diabetic Cardiomyopathy and Your Clinical Trial Options

ARISE-HF Clinical Trial Recruitment Social Media and Website/E-Newsletter Postings for Advocacy Organizations

Facebook Post:
If you have Type 2 Diabetes, and find that physical activities are harder to do? If you, your spouse, family, caregiver, or friend, is having trouble with physical activities that make the heart's ability to function... Ask about the ARISE-HF Clinical Trial. [View more](#)

Twitter Post:
If you have Type 2 Diabetes, and find that physical activities are harder to do? If you, your spouse, family, caregiver, or friend, is having trouble with physical activities that make the heart's ability to function... Ask about the ARISE-HF Clinical Trial. [View more](#)

Website/E-Newsletter/E-Blat Listing:
If you have Type 2 Diabetes, and find that physical activities are harder to do? If you, your spouse, family, caregiver, or friend, is having trouble with physical activities that make the heart's ability to function... Ask about the ARISE-HF Clinical Trial. [View more](#)

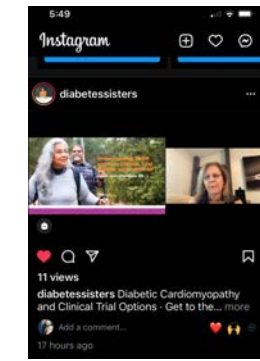
Have Type 2 Diabetes?
Get to the heart of the matter. Ask about the ARISE-HF trial. There's a clinical trial near you. Consider enrolling today.

Landing Page hyperlink: www.ARISEHF.com

ARISE-HF
If You Have Type 2 Diabetes, Get to the Heart of the Matter. Consider the ARISE-HF Clinical Trial. [LEARN MORE](#)

Florida Medical Association RESULTS

- Leveraged PI Trial presentation video shared directly via email with 18,000 FMA members
- CT web banners ads and leaderboard featured on FMA's website with click-through rates for members at 28-30%
- CT information reached FMA 25,000+ members in Florida



- 95k views
- 2,500 followers
- 11,200 followers

Florida Nurse Practitioner RESULTS

- Pre-recorded PI presentation shared with 125 attendees during FNP's virtual conference.
- Clinical Trial web banners ads and leaderboard featured on FNP's website – four months
- CT info reached **13,000+ NPs** throughout Florida and over 26 advanced practice registered nursing (APRN) groups statewide



Diabetes Sisters RESULTS

- Virtual DbCM education on YouTube with a pre-recorded segment by PI
- Instagram "Did you Know" segments ran daily in mid-September
- Diabetes Sisters has half-million website visitors per/year



Case Study #3

SICKLE CELL CLINICAL TRIAL EDUCATION ALIGNED TO U.S. MULTI-STATE & UK TRIAL SITES

The Situation

- Difficulty enrolling patients in trials due to stigma, lack of trust due to historical issues within black communities.

CCG Engagement:

- Identified PAOS and KOLs and opportunities for engagement based on country regulations
- Designed patient-friendly materials and information to help promote patient enrollment and retention in compliance with ABPI Code
- A clinical trial education congress was hosted by stakeholders & KOLs in conjunction PI.

Results:

- There was 100+ patients in attendance and the program/materials shared
- Dramatic increase in enrolment
- Stakeholder feedback supporting our client was impressive
- 1:1 Trial Coordinator onsite discussions to further reinforce and encourage enrollment

Approach: Community Patient Engagement Meetings (Pem)*

Based on comprehensive advocacy landscape assessments, established a framework in US & UK priority markets for patient engagement and clinical trials educational meetings, in collaboration with state chapters of the National Sickle Cell Disease Association of America and the Principal Investigators of client-sponsored trial.

