



PATIENT RECRUITMENT SERVICES

We're connected to your target market

Learn about how you can benefit from our connections and services

25 YEARS OF PATIENT ENGAGEMENT

LARGEST U.S. DATABASE OF CELIAC DISEASE PATIENTS

ANNUAL TRAFFIC OF MORE THAN 6.5 MILLION UNIQUE USERS

To learn more about the Celiac Disease Foundation visit celiac.org • P: 818.716.1513 • icureceliac@celiac.org
20350 Ventura Boulevard • Suite 240 • Woodland Hills, CA 91364

Focused Celiac Disease *and* Related Conditions Patient Recruitment

With more than 25 years of patient engagement, we offer you the largest U.S. database of celiac disease patients who are highly motivated to participate in your studies. Through our website at celiac.org—with annual traffic of more than 6.5 million unique users—and our focused patient registry, iCureCeliac®, we target patient candidates to speed enrollment.

Our cost-effective, efficient, and proven methods are what sets us apart, and can make your next clinical trial a success.

DIGITAL PATIENT RECRUITMENT

Utilizing our robust website reach, email lists, social media channels, iPhone and Android Eat! Gluten-Free app, community influencers and partner organizations, we are able to quickly and effectively broadcast your study opportunity to those who care about it most. Targeted recruitment to iCureCeliac® patient registry members who meet your subject profile further reduces your cost by identifying the right patients, accelerating enrollment, and improving trial retention and satisfaction.

QUALIFIED LEAD SCREENING

Through our iCureCeliac® platform, we screen all interested patients based upon your study conditions, inclusion/exclusion criteria, and travel time to study site locations. This, combined with our in-house call center of trained patient services representatives, produces the highest quality referrals in days—not months.

STUDY SITE RELATIONS

We work in tandem with your study coordinators to ensure a seamless enrollment process. Communication tailored to each site, assistance in reaching out to referred patients and those in the site's database, and conducting effective outreach on behalf of every site guarantees a successful study launch.

STUDY DESIGN CONSULTATION

Successful study enrollment requires a thorough understanding of the patient perspective. We draw upon our recruitment experience and the data collected from our iCureCeliac® participants to provide you with the insights you need to fill your trials.

FOCUS GROUP RECRUITMENT, SURVEY DESIGN, AND DATA COLLECTION

In addition to patient recruitment for your trials, we can conduct focus group recruitment or add additional surveys to the iCureCeliac® platform to quickly provide you with the patient feedback you need.

BRANDING AND AD CREATION

The right messaging is key to a successful patient recruitment campaign. We provide proven strategies and designs that resonate with the celiac disease community.

WEBSITE DEVELOPMENT

Hosting the world's most trafficked website for celiac disease, we deeply understand website development. Working with our IT and design partners, we deliver a branded, exceptional user experience with a simple back-end for you to manage.

SITE RECRUITMENT

Leverage our online Healthcare Practitioner Directory of more than 1,200 celiac disease practitioners to create your research network and accelerate your drug development.

iCureCeliac® PATIENT REGISTRY DATA

Anonymized data collected from iCureCeliac® participants under informed consent are available to researchers investigating topics important to people with celiac disease. Survey questions span topics including treatments and outcomes, quality of life, biomarkers of celiac disease, and many others. Validated instruments include the Celiac Symptoms Index (CSI), Celiac Dietary Adherence Test (CDAT), Celiac Disease Quality of Life Measure (CD-QOL), SF-36, PROMIS Gastrointestinal, PROMIS 29 Profile, and PROMIS Pediatric 25 Profile.

iCureCeliac® is part of PCORnet, the National Patient-Centered Clinical Research Network—a large, highly representative, national network for conducting clinical outcomes research.

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BENEFITS OF RECRUITMENT SERVICES	COMMUNITY OUTREACH	FOCUSED OUTREACH	FOCUSED OUTREACH <i>with</i> SITE COORDINATION
celiac.org Blog Post	ONE POST	✓	✓
General Audience Emails	TWO EMAILS	✓	✓
Email to iCureCeliac Subject Profile Matches	ONE EMAIL	✓	✓
Facebook Posts	TWO POSTS	✓	✓
Tweets	TWO TWEETS	✓	✓
Instagram Posts	TWO POSTS	✓	✓
Eat! GF iPhone and Android App Push Notifications	ONE PUSH	✓	✓
Eat! GF iPhone and Android App Leaderboard Ad	30 DAYS	✓	✓
Clinical Trial Posting	30 DAYS	✓	✓
Partner Promotion		✓	✓
eNewsletter Feature Story		✓	✓
Boosted Facebook Posts		✓	✓
Online Qualified Lead Screening Tool Customized to Subject Profile		✓	✓
Weekly Qualified Lead Report to Site Coordinator		✓	✓
USA-Based Call Center			✓
KEY:	✓ = COMMUNITY OUTREACH Benefits + Additional Services Listed Until Trial Fills		